

TOP 40 AIRPLAY Monitor

• We Listen To Radio •

November 1, 1996 \$4.95 Volume 4 • No. 45

TOP 40 HIGHLIGHTS

MAINSTREAM

#1

DONNA LEWIS

I Love You Always Forever (ATLANTIC)

★★★ AIRPOWER ★★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

NEW RELEASES

311 • *All Mixed Up* (CAPRICORN/MERCURY)

TRACY CHAPMAN • *Smoke And Ashes* (ELEKTRA/EEG)

THE CRANBERRIES • *When You're Gone* (ISLAND)

FUN LOVIN' CRIMINALS • *Scooby Snacks* (EMI)

GARBAGE • *Milk* (ALMO SOUNDS/GEFFEN)

LL COOL J • *Ain't Nobody* (GEFFEN)

THE PRESIDENTS OF THE UNITED STATES OF AMERICA • *Mach 5* (COLUMBIA)

BARBRA STREISAND & BRYAN ADAMS • *I Finally Found Someone* (COLUMBIA)

RHYTHM CROSSOVER

#1

BLACKSTREET (FEATURING DR. DRE)

No Diggity (INTERSCOPE)

★★★ AIRPOWER ★★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

NEW RELEASES

FUGEES • *No Woman, No Cry* (RUFFHOUSE/COLUMBIA)

LL COOL J • *Ain't Nobody* (GEFFEN)

NAS • *Street Dreams* (COLUMBIA)

BARBRA STREISAND & BRYAN ADAMS • *I Finally Found Someone* (COLUMBIA)

ADULT TOP 40

#1

DONNA LEWIS

I Love You Always Forever (ATLANTIC)

★★★ AIRPOWER ★★★

DC TALK • *Just Between You And Me* (VIRGIN)

SEAL • *Fly Like An Eagle* (ATLANTIC)

SHERYL CROW • *If It Makes You Happy* (A&M)

ADULT CONTEMPORARY

#1

CELINE DION

It's All Coming Back To Me Now (550 MUSIC)

★★★ AIRPOWER ★★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

NEW RELEASES

FUGEES • *No Woman, No Cry* (RUFFHOUSE/COLUMBIA)

R. KELLY • *I Believe I Can Fly* (ATLANTIC/JIVE)

BARBRA STREISAND & BRYAN ADAMS • *I Finally Found Someone* (COLUMBIA)

If Listeners Love Modern Rock, Why Is Its Time Spent Listening So Low?

by Marc Schiffman

There was a time when modern rock stations were thought to enjoy the greatest loyalty of any format. But in recent years, modern rock has been showing some of the lowest time spent listening (TSL) of any major format.

As recently documented in an Airplay Monitor story on the correlation between TSL and spins, modern rock's average TSL in the spring book was only 6:06 hours a week, less than any format except '70s oldies (6:04) and less than top 40 (6:51), even though that format is thought to be driven entirely by cume and not by TSL.

Why is modern rock's TSL so low? Not surprisingly, modern PDs blame the increased amount of shared music among their format and others—mainstream rock, top 40, and modern AC. While they were split as to whether the standard tactic of trying to build TSL with forced-listening contests would

work in their format, many cited the need to improve the elements that go between the records.

"Where we used to have an island all alone, now we have many people going after the same little piece of real estate," says KJGE Dallas PD Joel Folger, articulating an oft-heard complaint.

In contrast, WHYT Detroit PD Garrett Michaels points to crosstown R&B WJLB, which, he notes, "isn't No. 1 in cume, but they have *insanely* TSL."

The phenomenal ratings success of the format has added a new wrinkle to the problem. As Michaels puts it, "It's bad enough when you're the only guy in town and the active rock, top 40, and AC are all sharing your music," but it's worse when "you've got to deal with a guy directly in your format." The most successful TSL players these days, according to Michaels, will be those moderns that are the only game in town.

"In Chicago," adds WKQX (Q101)

Continued on page

R.E.M. BITTERSWEET ME

DEBUT (39) TOP 40/MAINSTREAM MONITOR

(8) - (6) MODERN ROCK MONITOR

4,341 TOTAL BDS DETECTIONS (+530)

AUDIENCE REACH: 28 MILLION!

741 TOP 40 BDS DETECTIONS (+188)

AUDIENCE REACH: 4 MILLION!

#4 MOST NEW AIRPLAY THIS WEEK!

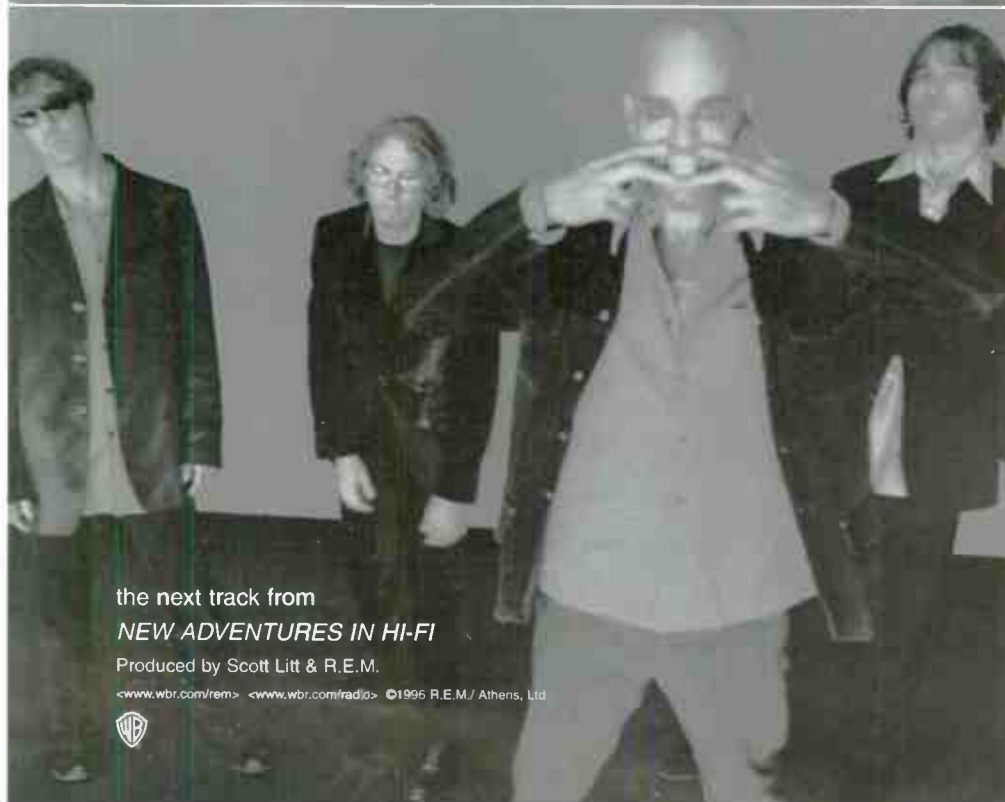
TOP 10 GREATEST AIRPLAY GAINER!

KRBE	ADD	Q106	20x	KQKQ	19x
WFLZ	ADD	WBLI	19x	KMXV	10x
WKSE	ADD	WPLY	20x	WZPL	16x
WNKS	ADD	G105	33x	WMXV	14x
WPXY	ADD	WXKS	17x	WPLL	23x
KHHT	ADD	PROFM	20x	KDGE	24x
Q102	24x	KALC	20x	WHYT	32x
STAR 94	15x	WLUM	19x	KLLC	41x
WKBQ	17x	KISF	28x	WFLY	21x
99X	27x	KKDM	31x	WENZ	20x

ALBUM ALREADY PLATINUM!



HEAVY



the next track from
NEW ADVENTURES IN HI-FI

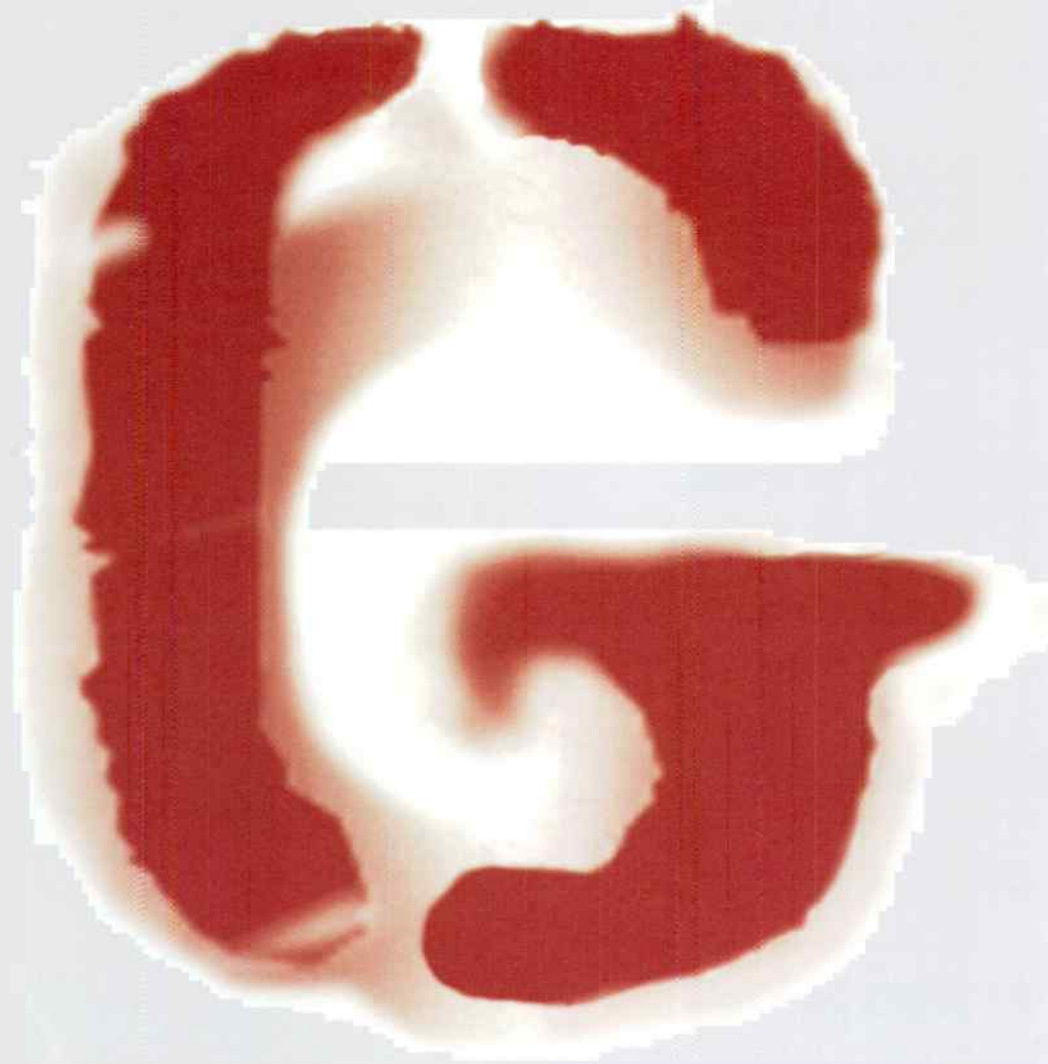
Produced by Scott Litt & R.E.M.

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top 40
impact date:
november 5

garbage



"milk"

the new track from the platinum self-titled debut album



Recorded by Garbage at Smart Studios, Madison, Wisconsin
Management: SOS Management ©1996 Almo Sounds Inc. <http://www.geffen.com/almo>

Rod Stewart Unhinged . . . And Unseated



While many guests of KIIS Los Angeles morning host Rick Dees climb the walls, recent visitor Rod Stewart, right, does so literally, as wife Rachel Hunter, left, laughs heartlessly.



TOP 40 TOPICS BY SEAN ROSS

'Let's Get It On' Still Gets It On, On-Air

K BBT (the Beat) Los Angeles PD **Harold Austin** was the first person to mention it to me last year. **Steve Hegwood**, PD of Radio One's stations in Washington, D.C., and Atlanta, mentioned it to me last week. And judging from the playlists of **KGGI** Riverside, Calif., and **KYLD** (Wild 107) San Francisco last week, I can see those stations have noticed it also.

Twenty-three years after its release, **Marvin Gaye's** "Let's Get It On" still shows up at or near the top of auditorium tests for R&B and rhythmic top 40 stations. More surprisingly, it does so among teens and 18- to 24-year-olds, who weren't even born when "Let's Get It On" was a current, although many of them were likely conceived to it. ("Sexual Healing," also a perennial high-scorer, is 14 years old this month, but at least it's within some 12-24s' frame of reference.)

That "Let's Get It On" would be so enduring isn't that surprising. Its sentiments are timeless, and Gaye tends to express them a lot more eloquently than the rest of us clumsy guys. And last year's success of **Shaggy's** "Boombastic," with its "Let's Get It On" sample, also bears witness to Gaye's ongoing appeal. (Thus proving that Marvin *can* get a witness. But I digress.)

But it's always fun to see the "teens who love records that are older than they are" phenomenon resurface. And "Let's Get It On" isn't the only current manifestation of it either. **WKTU** New York, for which "I Will Survive" and "Got To Be Real" are top-testing records, has spawned a slew of imitators. And R&B radio has more than a few unlikely titles that span the generations; **Al Green's** 23-year-old album cut "Love & Happiness" tends to perform almost as well as Gaye's hits.

The teen/oldies thing seems to happen in waves. I lived through it as an 11-year-old in the mid-'70s when "American Graffiti" was out and, suddenly, my junior high school teachers, heartened by our interest in "good" music, were teaching us to do the Stroll in the lunchroom. Even before that, I'd been given my stepmother's old 45s—most of them from the early '60s—and discovered some of the first oldies FMs, **WMOD** Washington, D.C. (now **WMZQ**), and the original **WROR** Boston among them. And, of course, in 1973, it wasn't so strange to hear "Not Me" by the **Orlons** on **WFIL** Philadelphia or "Rag Doll" by the **Four Seasons** on **WABC** New York. In fact, when **Frankie Valli** broke through again in 1975, I was stunned to learn it was a comeback. Growing up with **WABC**, you wouldn't have known that the Four Seasons had ever been anything but a major act.

During the period in the mid-'70s when I was listening more to oldies radio than top 40, one of my classmates warned me that he'd already

been through an oldies phase and snapped out of it and that I would, too. He was only partially right, but most of the other kids my age who went through the oldies thing did go on to lead normal lives.

Since then, there have been a number of times when teens have gone through an oldies phase beyond the occasional movie-driven reissue (i.e., "Bohemian Rhapsody," "Twist And Shout," etc.). Oldies PDs in the early '90s noticed a surprising number of teen listeners when that format started booming again, although it pretty much ended when country gave teens who didn't want to listen to top 40 an alternative that still involved current music.

Three years ago, the teen/oldies boom took place on two fronts. One was at R&B and rhythmic top 40 when the "old-school" boom took place, and suddenly **KKBT** and rival **KPWR** (Power 106) were slugging it out with "old-school weekends." The other was at hot AC when '70s product suddenly began to test better than more recent titles, foreshadowing the short-lived '70s oldies boom of 1994.

At least one Airplay Monitor reader, Long Island, N.Y., retailer **Jimi LaLumia** thinks that teens tolerate oldies, rather than embrace them. While a lot of **WKTU's** success has been attributed to its ability to attract mothers and daughters simultaneously, LaLumia says his younger customers tell him that if they were able to hear dance music without the oldies, they'd be gone. In the absence of a pure-dance station that targets younger, however, there's no sign of the **WKTU** coalition collapsing thus far.

In most cases, the teen/oldies thing tends to run its course. But not always. In the Hispanic "low-rider" culture of the Southwest, it's never gone away. **KRLA** Los Angeles has spent most of the last 20 years playing "I Love You For All Seasons" by the **Fuzz** and "Right On The Tip Of My Tongue" by **Brenda & the Tabulations** for audiences younger than those records themselves. And the transition of R&B and hip-hop to a largely sample/remake-driven genre over the past 10 years has done a lot to confuse the format's timeline once and for all.

The bigger question is whether a teen/oldies boom is a protest against current music. Most of us who looked back at the currents in 1973-74 during the first "Graffiti" boom would cite "The Night Chicago Died" and "Billy, Don't Be A Hero" as evidence, but, hey, I liked those records at the time. I was, after all, 11. But I also liked the idea of a few thousand hit records I didn't know just waiting for me to discover them. As for today, after an entire summer with almost no ballads, top 40 has quickly moved back into a ballad-heavy zone. And even the ones I like aren't much competition for Marvin.



RADI ACTIVE BY KEVIN CARTER

DOJ Acts On ARS JSA; Top 40 Building Boom

In its third move to date to halt a station sale, the Department of Justice has reached a settlement with American Radio Systems that will allow ARS to acquire Lincoln Group's **WHTK/WPXY** Rochester, N.Y., but force it to spin off **WHAM/WVOR**. ARS was also forced to terminate its JSA-to-buy with modern **WNVE** (the Nerve), marking the first time Justice had intervened in a JSA—as opposed to an LMA. ARS will now end up with **WHTK**, **WPXY**, **WCMF-FM**, **WRMM**, and forthcoming **FM WAQB**.

After eight straight years of station losses, top 40's station count is up for the first time in '96, according to annual station counts from **M Street Journal**. Top 40 was up from 318 stations a year ago to 333 this year, but is still down by 618 stations from '89, when **M Street's** tallies began. Country remains the most-programmed commercial format, but is down 88 stations this year, putting country back to where it was in '92.

Bob McNeill, VP of programming for Westwood One's eight satellite formats, is the new VP of programming for Heritage Media . . . Former **KYSR** (Star 98.7) Los Angeles PD **Dave Beasing** opens a West Coast office of Jacobs Media. He'll consult modern AC stations.

After months of format speculation, Susquehanna debuts triple-A **KNBR-FM** (the Zone) Dallas. The calls are temporary.

SFX Broadcasting acquires Gilmore's **WWYZ** (Country 92.5) Hartford, Conn., for \$25.25 million. **SFX** owns top 40 **WKSS** there.

San Diego and Phoenix are the turf for a three-way swap between **Jacor**, **Nationwide**, and **Sandusky** that sees **Jacor** getting standards/classic rock combo **KPOP/KGB** San Diego and classic rock **KOPA/KSLX** going from **Jacor** to **Nationwide** to **Sandusky**, which is rumored to be trading **KEGL** Dallas to **Nationwide**. Meanwhile, **Jacor's KCBQ-AM** will go to **EXCL** Communications and become part of **EXCL's** Spanish California Network. **Jacor** also buys **Colfax's** Boise, Idaho, stations this week.

Despite local press reports, **Emmis Broadcasting's Rick Cummings** says that, at press time, **Jacor** has not finalized a reported \$40 million deal to purchase top 40/country combo **WKBJ/WKXX** St. Louis.

Eight Toronto broadcasters recently announced that they'll begin digital audio broadcasting by mid-1997 in anticipation of consumer digital receivers showing up by fall '97. The new **DAB** stations will simulcast 15 Toronto outlets. In other Toronto news, p.m. driver **Lisa Griffin** exits at top 40/rhythm **CIBC** (Hot 103.5).

Classic rock **WING-FM** Dayton, Ohio, PD **Michael Luczak** is upped to OM of top 40 **WGTZ**, **WING-FM**, and **N/T WING-AM**. The search for a **WGTZ** PD continues. **WING-AM** operations director **Dani Steele** will add **Gretchen Corbett's** MD stripes . . . **WABB-FM** Mobile, Ala., PD/afternoon jock **Brett Dumler** becomes Dallas regional promo rep for **Virgin**.

Longtime R&B **WMHG** (Magic 107.9) Muskegon, Mich., is now hot AC **WSHZ** (Z108) under new owner **Goodrich Broadcasting**. **Z108** picks up several staffers from top 40 **WSNX**, which sheds its longtime **Sunny 104.5** identifier, moves to **Grand Rapids**, Mich., and focuses on that

market exclusively. **WSHZ's** lineup is **WSNX's** **Mike Sinclair** (mornings), **Britta** (middays), **Jonathan Kaine** (nights), and **Will Robinson** (overnights). PD **Mark Jacobs** will do afternoons.

Fuller-Jeffrey confirms it will simulcast country **WOKQ** Portsmouth, N.H., on former top 40 **WZPK** Portland, Maine. Also, by the time you read this, expect **WCOS** Portland to have jettisoned its rock-based AC format for a more contemporary direction. Across town, **WRED** (R96) taps new PD/afternoon host **Cody Gillis** from **WCLV** Brunswick, Maine. **Gillis** replaces PD **Jeff Parsons**, who goes into telemarketing, and p.m. driver **Gray Ashton**, who leaves to work for **L.L. Bean**. **Joe Lerman** and **Rob Steele** return for mornings.

KCHX Midland, Texas, MD **Leo Caro** has been upped to PD under new consultant **Bob Mitchell**, replacing **Clayton Allen**, who can be reached at 915-520-9716.

WZSK (the Shark) Ocean City, Md., OM **Jack Da Wack** is named director of top 40 programming for owner **Great Scott Broadcasting**.

Now that **Commodore** has closed on five more **Huntington, W.Va.**, stations, **Judy Jennings-Riffe** adds GM duties at the **Adventure Communications'** outlets, including **AC WKEE**, putting her in charge of a total of 10 stations!

Modern AC **WXNU** Louisville, Ky., flips calls to **WHITE** to go with its new **Hits 105.9** name.

Kevin Vaughn, PD/MD/afternoons at **WNSL** Laurel, Miss., moves to MD/nights at **WYOY** (Y101) Jackson, Miss. **Vaughn** needs his own replacement and a morning jock. **WYOY** PD **Dick O'Neil** also needs a morning replacement for the recently departed **Scott Sands**.

Rhythmic AC **WAMG** (Magic 103.7) Milwaukee puts its new lineup on the air. **KUBE** Seattle p.m. driver **Greg Valentine** will do mornings. **Jojo Martinez** from nearby **WXLG** Waukegon, Ill., joins for middays. APD **Jim Morales** moves from middays to afternoons. **Glenn Redd** remains in overnights from the previous soft AC format. The nightly love songs shift is still open; T&Rs to PD **Brian Kelly**.

Modern AC **KPEK** Albuquerque, N.M., inks **Gene Gates** and **Julie Jacobson** from **KOSO** Modesto, Calif. for mornings, as **Jaimey Barreras** moves to middays.

Veteran country programmer **Don Keith**, now an account manager for **Tapscan**, is readying his second novel and first radio-themed tome. "Wizard Of The Wind" details the rise of a broadcast mogul who starts out cleaning the transmitter shack at a station remarkably like the old **WVOK** Birmingham, Ala., before inventing satellite radio networks and becoming a home-shopping mogul. **Keith's** novel, probably the first suspense novel in which picket-fencing plays a part in the cliffhanger, will be published by **St. Martin's Press** in late January.

KHHT (K-Hits 107.5) Denver traffic reporter **Karen Lyndsay** is named news director at **KCCY** Pueblo, Colo.

Alan Kabel replaces **Terry King** and **Rick Austin** at **KDMX** Dallas, not **Max Morgan**, who remains on the morning show. In addition, **AC WVAF** Charleston, W.Va., OM/MD **Rick Johnson** says that morning man **Steve Bishop** has added some programming duties but is not PD.

ON THE AIR

NEW STATIONS AND OTHER REPORTER CHANGES FROM BDS & AIRPLAY MONITOR

Effective this week, **WKXJ** Chattanooga, Tenn. (PD **Roy Jaynes**, MD **Chad Elliot**, 423-837-5544), moves from top 40/mainstream to top 40/rhythm; **KBEE** Salt Lake City (PD **Steve Kelly**, MD **Sean Michaels**, 801-485-6700) is added to adult top 40. There are now 83 top 40/mainstream, 39 top 40/rhythm, and 57 adult top 40 reporting stations.

Supersnake? Or Just Enjoying The Show?



The KKFR (Power 92) Phoenix crew shares a spontaneous laugh with Atlantic recording artist Donna Lewis. Pictured, from left, are overnight jock Jack, p.m. driver Supersnake (shirt sold separately), Lewis, PD Don Parker, and MD Brian Douglas.

Monster Mashes Billion-Dollar Babies



WPLJ New York exhumed a couple of old faves to help kick off Madison "Scare" Garden's Halloween festivities. Shown, from left, are midday jock Fast Jimi Roberts, Bobby "Boris" Pickett, Madison Square Garden's Lynton V. Harris, and the "late" Alice Cooper.

Big Dave, Pre-Moistened For Your Convenience



WZJM Cleveland presents its sixth annual Summer Extension Jam. Pictured, from left, are Taj, Taryll and T.J. of Sony 550 act 3T, along with Jammin 92's acting PD Big Dave Eubanks, who braved lightning and thunder to sneak four deli trays out to his car.

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 1515 Broadway, New York, NY 10036 212-764-7300
 5055 Wilshire Blvd., 7th floor, Los Angeles, CA 90036 213-525-2300
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M Street Format Monitor

Top 40 Nudges Up; More Country Losses

Country radio continued to lose outlets during October, while top 40 continued to nudge forward. But the adult modern rock movement accounted for most station activity last month, spurring rises at both the triple-A and adult top 40 formats, according to the new Airplay Monitor/M Street Format Monitor.

Data from the Nashville-based M Street Journal shows country radio continuing to lose stations at the same pace it did in September, down eight outlets although still clearly ahead of the No. 2 format, news/talk, which, after a few slow months, is again growing at its normal pace, with a net gain of eight stations.

Mainstream AC stations were down again this month, with a net loss of seven. Soft AC and easy listening stations were down even more dramatically, off by 12. But the adult top 40 format, which lost its bullet last month, reclaimed it, up from 278 stations to 283, much of it apparently spurred by the growth of modern ACs. Triple-A also seems to be benefiting from the growth of adult modern, posting another up month with a net rise of five stations, while mainstream, classic, and modern rock remained essentially flat.

Mainstream R&B outlets were also flat during October. The R&B adult format was

up slightly, powered by a net gain in R&B oldies stations of one station, bringing that sub-format's count from 43 outlets nationally to 44.

Adult standards outlets, which were up by 13 in September, continued their march forward, up eight stations during October. The standards format seems to be getting a little help from the continued loss of soft AC/easy outlets, as the standards format inherits the "softest, most relaxing thing on the dial" mantle in many markets.

After several months of running the M Street Format Monitor, it's worth noting that only three current music-based formats are among the top 10: country, mainstream AC, and Spanish. Otherwise, the top 10 most programmed formats are either nonmusic (N/T, religious talk and teaching) or gold-based (soft AC, oldies, standards, classic rock, and most music-based religious formats). The formats on which the music industry expends most of its attention fall largely outside of the top 10.

M Street is a Nashville-based provider of radio station data to the broadcast and music industries and the publisher of the weekly M Street Journal; it can be reached at 800-248-4242. The Format Monitor appears in the first issue of Airplay Monitor each month.

SEAN ROSS

RANK		The M Street FORMAT MONITOR Copyright M Street Corp. 1996	STATION COUNT		
THIS MONTH	LAST MONTH		OCT. '96	SEPT. '96	NET GAIN OR LOSS
1	1	Country	2,524	2,532	-8
2	2	News/Talk	1,116	1,108	8
3	3	Adult Contemporary	952	959	-7
4	4	Oldies	738	734	4
5	5	Religion (Music)	596	594	2
6	6	Adult Standards	499	491	8
7	7	Spanish	463	462	1
8	8	Religion (Talk)	424	424	0
9	9	Soft AC/Easy Listening	394	406	-12
10	10	Classic Rock/Hits	349	349	0
11	11	Top-40/Mainstream/Rhythm	333	330	3
12	12	Top-40/Adult	283	278	5
13	13	Mainstream Rock	273	276	-3
14	14	R&B	184	184	0
15	16	R&B Adult/Oldies	165	164	1
16	17	Sports	156	154	2
17	15	Miscellaneous	155	154	1
18	18	Modern Rock	147	148	-1
19	19	Triple-A	110	105	5
20	20	Jazz	89	87	2
21	21	Classical	41	41	0
Total commercial operating stations			9,991	9,980	
Stations off the air			270	283	

○ Formats showing an increase in station count over the previous chart, regardless of chart movement.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Nov. 1	KPWR Los Angeles	Halloween Powerhouse	Bone Thugs-N-Harmony; C+C Music Factory; Coolio; Too Short; Westside Connection f/Ice Cube, Mack 10, and WC
Nov. 14	KSMB Lafayette, La.	12th Birthday	Zapp & Roger
Dec. 5	WHTZ New York	Z100 Xmas Show	Tracy Chapman, Sheryl Crow, Jewel, Sarah McLachlan, No Doubt, Wallflowers, more
Dec. 14	WFLZ Tampa, Fla.	Christmas Thing	TBA

Let us monitor your event! Kevin Carter: 213-525-2303 or E-mail KCarter@billboardgroup.com

STREET, E.
OFFICE

BEYOND

THE

INVISIBLE

M

11



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POST OFFICE,
100 N. STREET, E.

BEYOND THE INVISIBLE

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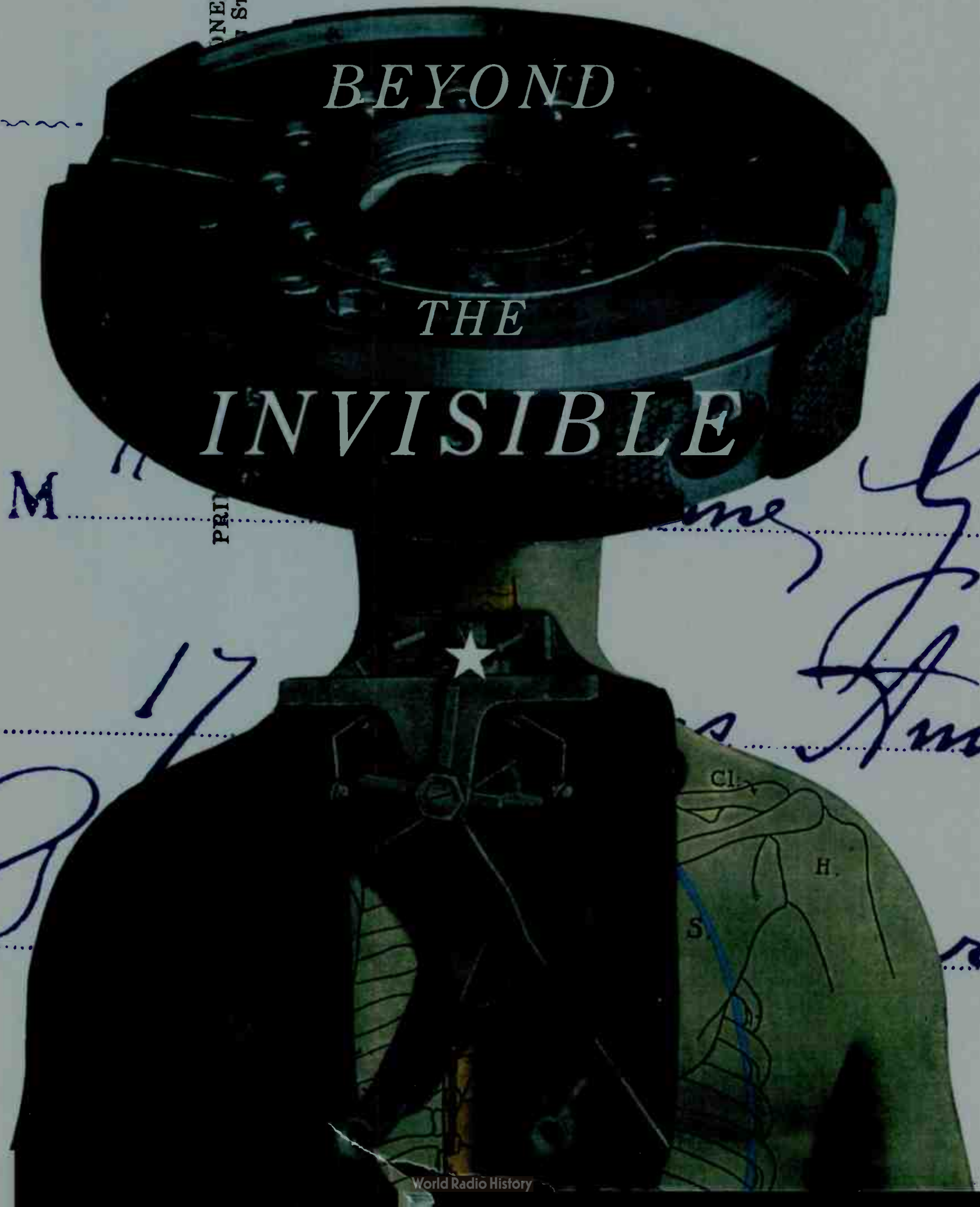
PRI

17

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America*

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84 Point 3 A

ENIGMA 13

LE ROI EST MORT, VIVE LE ROI



MCMXC a.D.

OVER 5 YEARS ON THE BILLBOARD
TOP 200 ALBUMS CHART—
OVER 3 MILLION SOLD IN THE U.S.

GOLD

- AUSTRIA • ARGENTINA • BRAZIL • DENMARK •
- ISRAEL • SAUDI ARABIA • SWEDEN •

PLATINUM

- GERMANY • GREECE • GUATEMALA • HOLLAND •
- HONG KONG • INDONESIA • ITALY •
- IVORY COAST • NORWAY • PORTUGAL •
- SOUTH AFRICA • YUGOSLAVIA •

2X PLATINUM

- BELGIUM • CANADA • CHILE •
- FRANCE • SPAIN • SWITZERLAND •

3X PLATINUM

- AUSTRALIA • NEW ZEALAND •
- SINGAPORE • TAIWAN • UNITED KINGDOM •
- UNITED STATES •

4X PLATINUM

- IRELAND • KOREA • MALAYSIA • MEXICO •

"SADNESS PT. 1"

GOLD SINGLE

OVER 750,000 SOLD

#1 FOR 3 WEEKS,
BILLBOARD DANCE/CLUB;
12 WEEKS ON CHART

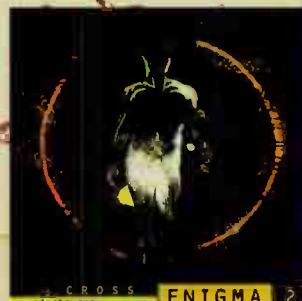
#1 FOR 2 WEEKS,
BILLBOARD DANCE SALES;
14 WEEKS ON CHART

TOP 5 BILLBOARD HOT 100;
13 WEEKS ON CHART

"MEA CULPA PT. 2"

TOP 10 BILLBOARD DANCE/CLUB;
7 WEEKS ON CHART

TOP 20 BILLBOARD DANCE SALES;
9 WEEKS ON CHART



THE CROSS OF CHANGES

63 WEEKS ON THE BILLBOARD TOP 200
ALBUMS CHART—
OVER 2 MILLION SOLD IN THE U.S.

GOLD

- AUSTRIA • ARGENTINA • BELGIUM •
- CZECH REPUBLIC • FRANCE • GERMANY •
- HOLLAND • ITALY • ISRAEL • INDIA •
- JAPAN • MEXICO • SWEDEN •
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If Listeners Love Modern Rock, Why Is Its Time Spent Listening So Low?

Continued from page 1

PD Bill Gamble, "there are six stations where you can hear Dishwalla." With so many formats drawing from a similar pool of hits, Gamble says, "people really do program their own radio station. We've got the title, but the [listeners are] programming" by button-pushing to find their favorite songs.

Gamble notes that modern is no longer entirely a format of exclusive listeners. Today, he says, its wider appeal draws in a greater number of secondary and tertiary listeners, which counteracts the high TSL. Q101 gains from its primary listeners.

MORE THAN MUSIC

So what can a modern do to increase TSL? One answer involves what goes between the records. WHY1's Michaels says, "You've got to find other ways than the music to get the passion from the PIs. That's why there's all this talk about morning shows, morning shows, mornings shows."

Michaels echoes consultant Tom Calderone's observation in the Billboard/Airplay Monitor Radio Seminar modern rock panel, at which the latter recounted the early days of the modern boom, when stations signed on with music and Keith Eubanks voicers first and left air talent for a "second act." "That was great when the music was exclusive," says Michaels. "But now you're killing yourself if that's what you're doing—if you haven't put in the morning show."

"When our TSL [goes] up, I give my staff full credit," says KAEP (the Peak) Spokane, Wash., PD Scott Souhrada. He impresses upon staffers the importance of carrying the listener through spot breaks. "If I have something that I know my core is going to get off on," he says, "tell them what it is and don't tell them just the artist. Tell them what the song is."

Regarding those breaks, Souhrada says, "A lot of research I've seen and seen quoted has [advised] shorter stop-sets and more of them, rather than the old, traditional [way, playing] a long music sweep, then go into that five-minute stop-set. When we're running a light load, my jocks talk about it: 'We'll be back in two minutes with an R.E.M. song.'"

YOU WILL LISTEN!

Modern PDs are ambivalent toward forced-listening contests, a stalwart in the top 40 arsenal for improving TSL. The greatest objection to forced-listening contests in modern may be that listeners consider them bogus or too hyped for modern rock, but many PDs think they just don't work overall.

KXPK (the Peak) Denver PD Doug Clifton, however, thinks they work. He says, "Any way that you can drive listeners into listening to the station a little bit longer, and then have a big prize that you're dangling out there as the incentive, has proved to work in most situations. For us, telemarketing has been the primary thing that we've done where we've seen a direct impact on TSL." His favorite M.O. is the contest for which listeners get a letter telling them to tune in and listen for their name. When their name is announced, they have a certain amount of time to call and cash in.

Bolstering that promotion with advertising on TV, busboards, and billboards helps even more. Clifton is a fan of advertising not only for building cume, but for helping TSL, "because [ads are] just out there in so many different ways [that they] just draw people to the station."

A wary Michaels says, "If my company gave me \$250,000, and I could market [a forced-listening contest], it would probably help, but would it help in the next book?" He likens the approach to a new bar that does quarter nights. The bar is packed for the promotion, but unless there's some other draw, once that promotion's over, it loses customers. The listener, says Michaels, has to be "passionate for what you do—buy into and love what you're doing."

Q101's Gamble adds, "When you get the Publisher's Clearinghouse sweepstakes in the mail, what do you do with it? If we think we can jack listeners through a bunch of hoops—you can't change people's habits. No one is going to get up early or stay at work late. Kids may do it," but not 18-24s.

Souhrada, too, has paid close attention to forced-

listening contests, "trying to track those through Arbitron," he says. "The great, big, huge ones work, and anything else, I've never seen any evidence that they affect TSL—and I mean the great big, huge ones like, 'We're giving away a house!'"

BALANCING MUSICAL PRIORITIES

In terms of what they can do musically to extend TSL, most PDs find themselves walking a tightrope between more hits and more variety. At adult modern KZON Phoenix, PD Bill Pugh says his station is aware of the "compatibility of current artists with library. Tempo and sound quality really work hand in hand. We specifically try to keep recurrences and currents balanced to where we're not attempting to be something outside of the path we've taken, no matter how large the artist is, how big the song is, or how many stations are playing it. Rage Against The Machine is not going to sound too good next to 10,000 Maniacs."

Folger, courting in-office listening, also walks the line between modern core listeners and a potential office listener. "You don't want to cater to that crowd at the expense of alienating your core," he says. "But I think there is some balance that can be struck that would probably make stations healthier in a lot of cases."

Still, some way of highlighting more new music and therefore developing more exclusivity is important to many PDs. It's one of the cornerstones of KXPK's recent campaign. PD Clifton says, "The perception in Denver is that there's just not a lot of depth anymore on artists. Everybody's playing the hits. Everybody's playing a lot of the same songs."

KXPK has addressed that complaint with a feature called "Dig Deeper," which, Clifton says, "we took right out of the listeners' mouths, from them saying, 'Why don't you dig deeper on the new CDs and on all my favorite old CDs?'"

KXPK strives to be ahead of the curve on new music, such as eels, which gave KXPK some initial exclusivity, "but people jump pretty quickly on things," Clifton says.

Even if it's a high-profile new release from R.E.M. or Counting Crows, Clifton adds, "we're playing six or seven tracks off of those CDs. We want to play as much of it as we possibly can."

But WHY1's Michaels warns that casting too wide a musical net in order to differentiate their station—something that both top 40 and modern have done a lot of recently—is a risk modern programmers need to avoid. "We're not going to become any more successful by being left field," says Michaels. "The reason the format got successful is because people started playing hits."

TSL IS NOTHING; OBEY YOUR CUME

Michaels suggests bypassing the TSL issue altogether. "A lot of programmers need to forget being TSL machines and start concentrating on being cume machines," he says. "A lot of the lessons that modern will learn are lessons some of us who have done CHR already know."

Michaels cites KROQ Los Angeles' Kevin Weatherly. "[He] was able to [bring] the station Andy Schuon built to the next level, because he [had] a top 40 background and knew you win with your P1," while also attending to the P2 and P3 listener. "If you can't be the No. 1 choice," he adds, "you better be second or third. [Weatherly] understands alternative mass appeal. It's got to be mass appeal."

When all else fails, you can always buy out the competition. Michaels says, "The only way [a modern] can get back to being a TSL machine is when... there's only one guy playing the format. Look at how well WDXD [Pittsburgh] is doing without someone cutting into their audience."

Some PDs would rather not "overthink" TSL. Gamble points to the alleged shakiness of Arbitron regarding this measurement, since "a majority of people barely return voice mail, forget their messages, forget where they parked their car. We're all just scattered. At the same time, [they're] punching for their favorite song on a radio station and then having to recall [that]. It's [part of] the ballgame we're playing, but ultimately, if the station is doing well, all the math is going to work out. [We need] less time with the calculator and more time playing or picking better records."

MONITOR PROFILE

Tom O'Brien Rolls With The Changes, Cranks Up The Cume At Detroit's Q95.5

If Tom O'Brien ever decides to leave radio, he could always go back to being a gardener. He whacks a mean weed.

But that won't happen any time soon. O'Brien, PD of top 40/adult WKQI (Q95.5) Detroit, is living comfortably with a 7.1 share 25-54, the highest in WKQI's history. Q95.5 leapt from ninth to fourth place 12-plus, 3.9-5.8 this summer, despite losing morning man Dick Purtan to crosstown oldies outlet WOMC.

O'Brien's entry into radio was not without its share of grass-stained knees. At age 13, he was pulling weeds and mowing the lawn at WQWK/WRSC State College, Pa. "My neighbor was the GM of the stations," O'Brien explains. (O'Brien's brother, Rob Schmidt, recently became that combo's VP/GM.)

O'Brien's other noteworthy gigs include PD of classic rock KGB San Diego and album WIXV (195) Savannah, Ga.; APD/MD/middays at WFLY Albany, N.Y.; OM of WYYY/WSYR/WBBS Syracuse, N.Y.; and a tour at classic rock WOFX Cincinnati.

O'Brien is the rare PD who, early in his career, managed to avoid the format typecasting

the hit-music hole and to separate the station demographically from heritage AC sister WNIC. "We now have little overlap... Q95.5's strength stops where WNIC's starts, at around age 35."

Q95.5's first move, after becoming "Detroit's continuous hit-music station," was to pull a lot of older titles. Gradually, it has begun to lean edgier in terms of current titles, especially with the advent of crossover rival WDRQ (formerly Detroit's third AC, WLII), which is doing an adult dance format similar to that of WKTU New York.

O'Brien agrees with conventional wisdom that the hit-radio cycle is again powered by sound rather than artist. "It must be tough for the record industry to sign artists to multi-album deals," he says. "The only difference between '74 and today is we're dealing with CD singles instead of 45s."

Here's a recent Friday-night sample on Q95.5: Fun Factory, "(I Wanna) B With U"; Black Box, "Strike It Up"; Jewel, "Who Will Save Your Soul"; Quad City DJ's, "C'mon N' Ride It (The Train)"; No Mercy, "Where Do You Go"; 4 Seasons, "December 1963 (Remix)"; Hootie & the Blowfish, "I Go Blind"; and 2 Unlimited, "Get Ready For This."

When Evergreen Media bought Q95.5, it was cuning close to 500,000 people 12-plus. In-house research showed that the potential loss of Purtan could cost the station as much as 20% of that number. "In order to rebuild this station, we had to make enough noise to offset any possible cume erosion," says O'Brien, who credits Evergreen VP of programming Steve Rivers and consultant Guy Zapoleon for their expertise.

After a few legal windows opened in Purtan's contract, GM John Fullam (now at WKTU) needed someone to create an immediate impact. Danny Bonaduce, who was in afternoons at WLUP Chicago, approached Evergreen COO Jimmy de Castro about doing both shows.

"Detroit takes its radio personalities seriously," says O'Brien, who adds that the announcement of Bonaduce's arrival became the lead story on local TV news, shoving aside a General Motors strike. Bonaduce relocated to Detroit in September; he continues in afternoons on Evergreen's WMVP Chicago. O'Brien reports cume is more than 650,000 12-plus; mornings, middays, and afternoons are sitting in the mid-7-share range.

Bonaduce is joined by local stand-up comedian John Heffron and Rebecca Marshall from KBEE Salt Lake City. "They hit the air only three days after they met," says O'Brien. "They now get along so well, that I would classify them as 'officially dangerous.'"

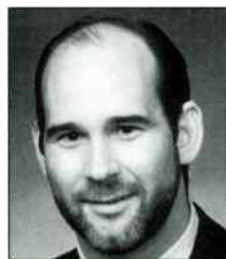
"Danny has done a great job of adapting from talk radio to [hits and bits] radio and manages to actually play about six records an hour," he adds.

Kim Stevens, a veteran of WKYS Washington, D.C., and WIOQ Philadelphia, is in middays, followed by Kevin O'Neill, an eight-year station vet. Night jock Dave Fuller, who worked at the station in the mid-'80s, when it was top 40 WCZY (295), returned this April.

Marketing/promotions director Don MacLeod and his assistant, Ann Boss, joined Q95.5 from Infinity's crosstown WYCD.

"Exciting promos; exciting, relevant records; exciting personalities; the element of fun: it's a time-honored formula that works. GM Larry Wert also understands the entertainment value of what we're doing," he says.

"After months of planning and soul searching, this is an incredibly exciting time," he says. "I now know what it must feel like inside WKTU. However, he adds "it's one thing to launch a brand-new property—it's another to be able to take a mature property, turn it into the wind, and watch it sail on a winning course." **KEVIN CARTER**



Tom O'Brien
Program Director
WKQI (Q95.5) Detroit

'Regardless of format, principles of strategic thinking hold true'

other programmers sometimes found confining later on. His first full-time gigs were air shifts at a full-service AM and an album rocker, which he says made him a more well-rounded programmer. In the pre-deregulation era, many programmers who called themselves "specialists" cut their radio teeth in a single format and rarely ventured outside those lines. In today's downsized industry, PDs must venture outside to survive.

As OM of WRKI/WINE Danbury, Conn., he received his introduction to serious radio research and strategic thinking. "The Research Group taught me the science behind the fun," he says. "At that time, few companies were using research, which gave us a competitive edge." He learned how to increase his 25-54 share from an 18 to a 23 by looking beyond request lines and record sales.

"I soon realized that format was secondary," he says. "Regardless of music or format, the principles of strategic thinking hold true."

When he arrived at WKQI in April '95, the station, which had segued from top 40 to AC over several years, was pulling itself in two directions. "The good news was we had Dick Purtan in the morning," O'Brien says. "The bad news, we had Dick Purtan in the morning." Given the national shift in adult musical tastes, O'Brien was faced with the challenge of balancing Purtan's aging audience with the hipper new tastes in adult music. From summer '93 to spring '96, Purtan drove WKQI's numbers, averaging an 8 share, while middays and afternoons sat in the mid-4s.

With no mainstream or adult top 40 in the market at the time, a decision was made to move Q95 in a hipper, more uptempo direction to fill

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- MERRIL BAINBRIDGE • Mouth (UNIVERSAL)** +286
WWZZ +26, WFLZ +24, WLSS +20, WIOQ +18, WBHT +17, KHFI +17, WKSE +16, KKRZ +15, KHKS +14, WXXX +12
- MADONNA • You Must Love Me (WARNER BROS.)** +274
KHFI +20, WRVW +16, WZYP +11, KKMJ +11, WTWR +10, WYCR +10, WKBQ +10, WPST +9, WXKB +9, KMXV +9
- DC TALK • Just Between You And Me (VIRGIN)** +225
WKSE +23, WVKS +18, WHTZ +16, WPRO +13, KHHT +13, WZJM +12, WFLY +12, WPST +11, KIIS +11, KKRD +10
- TONI BRAXTON • Un-Break My Heart (LAFACE/ARISTA)** +209
WRVQ +24, WFBC +20, KHOM +19, WZJM +17, WIXX +14, WIOQ +12, WQSL +10, WTWR +9, WRVW +8, KJYO +8
- EN VOGUE • Don't Let Go (Love) (EASTWEST/EEG)** +205
WRHT +17, KHHT +17, KIIS +16, WZNY +15, WTWR +14, WNNK +14, WLSS +14, WWCK +13, WHTZ +13, WYCR +11
- R.E.M. • Bittersweet Me (WARNER BROS.)** +185
WLSS +18, KKDM +17, WCIL +10, WNTQ +10, WBHT +9, WFLY +9, KKMJ +8, WSTW +7, WKBQ +7, WXXX +6
- THE WONDERS • That Thing You Do! (PLAY-TONE/EPIC SOUNDTRAX/EPIC)** +177
WZST +18, WNCI +16, KMXV +15, WSSX +15, WXXL +15, WYCR +10, WNOK +10, WDJX +10, WCIL +9, WHOT +9

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- TONI BRAXTON • Un-Break My Heart (LAFACE/ARISTA)** +196
WWKX +34, KUBE +32, WKXJ +31, KZZU +18, WSGF +12, KDON +12, WPOW +10, KMEL +10, KLUC +9, XHTZ +9
- R. KELLY • I Believe I Can Fly (ATLANTIC/JIVE)** +182
KDON +35, KGMQ +22, WQHT +15, KZFM +14, KLUC +14, WPGC +13, KIKI +11, WWKX +11, WHHH +10, KBXX +10
- LL COOL J • Ain't Nobody (Geffen)** +165
KYLD +33, WJMH +29, KUBE +24, WWKX +18, WPGC +15, WQHT +11, WERQ +8, KSFM +7, KKFR +7, KMEL +7
- KEITH SWEAT FEATURING ATHENA CAGE • Nobody (ELEKTRA/EEG)** +158
WJJS +24, KZZU +18, WJMH +17, WMYK +14, KKFR +14, KBOS +12, WJMN +12, KIKI +11, WQHT +10, KSFM +9
- BABYFACE • This Is For The Lover In Ycu (EPIC)** +142
WSGF +27, WKXJ +22, WWKX +21, KUBE +19, WJJS +18, KLUC +14, KDGS +10, KKXX +9, WMYK +8, XHTZ +8
- FOXY BROWN • Get Me Home (VIOLATOR/DEF JAM/MERCURY)** +139
WJMH +48, WQHT +20, KUBE +17, WERQ +13, WPGC +11, WWKX +10, KYLD +6, XHTZ +5, KMEL +5, KDON +1
- TONY! TONY! TONE! • Let's Get Down (MERCURY)** +112
KUBE +22, WHHH +17, KZZU +16, KBXX +15, KMEL +12, WPOW +9, WERQ +7, KCAQ +3, KDON +3, KLUC +3
- DRU HILL • Tell Me (ISLAND)** +108
KQKS +35, WWKX +16, KIKI +14, KBXX +14, WPGC +13, WKXJ +12, WJJS +7, KZHT +6, WSGF +3, WJMH +2
- DR. DRE • Been There Done That (AFTERMATH/INTERSCOPE)** +102
WJMH +38, KBXX +22, WWKX +12, WQHT +11, KMEL +7, KPWR +6, KCAQ +3, KIKI +4, KYLD +1, KSFM +1
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KDGS +30, KGGI +26, KZFM +18, WHHH +15, KZZU +10, WSGF +9, KKSS +6, KKFR +6, WJJS +2, WQHT +1

VIDEO PLAYLISTS



	TW	LW
1 Toni Braxton, Un-Break My Heart	28	22
2 Celine Dion, It's All Coming Back To Me Now	21	17
3 Eric Clapton, Change The World	20	20
4 Alanis Morissette, Head Over Feet	20	18
5 John Mellencamp, Key West Intermezzo (I Saw You First)	19	21
6 George Michael, Fastlove	15	3
7 Madonna, You Must Love Me	15	16
8 Garbage, Stupid Girl	15	9
9 Sheryl Crow, If It Makes You Happy	14	13
10 Melissa Etheridge, Nowhere To Go	13	13
11 Bryan Adams, The Only Thing That Looks Good On Me Is You	13	3
12 Oasis, Champagne Supernova	13	4
13 The Wallflowers, 6th Avenue Heartache	12	13
14 Donna Lewis, I Love You Always Forever	12	12
15 Dishwalla, Counting Blue Cars	12	14
16 Bryan Adams, Let's Make A Night To Remember	11	12
17 Elton John, You Can Make History (Young Again)	11	9
18 The Tony Rich Project, Nobody Knows	11	2
19 Counting Crows, Angels Of The Silences	10	13
20 Sting, I'm So Happy I Can't Stop Crying	9	14
21 George Michael, Freedom '90	9	3
22 Amanda Marshall, Birmingham	9	8
23 Madonna, Express Yourself	9	3
24 Madonna, Take A Bow	9	3
25 Rolling Stones, Love Is Strong	9	0
26 Chris Isaak, Wicked Game	8	1
27 Hootie & The Blowfish, Sad Caper	8	7
28 David Bowie, Fashion	8	1
29 Toni Braxton, You're Makin' Me High	7	5
30 Merril Bainbridge, Mouth	7	8
31 Tori Amos, I'm On Fire	7	9
32 TLC, Waterfalls	7	5
33 Phil Collins, Dance Into The Light	7	6
34 Janet Jackson, If	7	2
35 Collective Soul, The World I Know	7	6

	TW	LW
1 Dr. Dre, Been There Done That	26	17
2 Metallica, Hero Of The Day	24	17
3 311, All Mixed Up	24	9
4 Counting Crows, Angels Of The Silences	23	20
5 No Doubt, Don't Speak	23	15
6 Marilyn Manson, The Beautiful People	22	12
7 Sublime, What I Got	21	18
8 Rage Against The Machine, People Of The Sun	21	14
9 Sheryl Crow, If It Makes You Happy	21	11
10 Bone Thugs-N-Harmony, Days Of Our Livez	20	19
11 Hootie & The Blowfish, Sad Caper	18	16
12 Blackstreet (Feat. Dr. Dre), No Diggity	17	17
13 Alanis Morissette, Head Over Feet	16	8
14 Beck, Devil's Haircut	16	9
15 John Mellencamp, Key West Intermezzo (I Saw You First)	15	14
16 Presidents Of The United States Of America, Mach 5	14	0
17 Madonna, You Must Love Me	13	15
18 Republica, Ready To Go	13	7
19 2Pac, I Ain't Mad At Cha	12	8
20 Fiona Apple, Shadowboxer	12	11
21 Babyface Feat. LL Cool J, K. Hewitt, J. Wesley And J. Daniels, This Is For The Lover In You	12	0
22 New Edition, I'm Still In Love With You	12	8
23 Social Distortion, I Was Wrong	12	12
24 R.E.M., Bittersweet Me	12	13
25 Cake, The Distance	12	10
26 Weezer, El Scorcho	10	9
27 Poe, Angry Johnny	10	7
28 Toni Braxton, Un-Break My Heart	9	7
29 Fugees, Ready Or Not	9	17
30 eels, Novocaine For The Soul	9	10
31 Nas, Street Dreams	9	5
32 Keith Sweat, Twisted	8	10
33 Ghost Town DJ's, My Boo	8	10
34 No Mercy, Where Do You Go	8	4
35 Wild Orchid, At Night I Pray	8	4
36 Maxwell, Ascension (Don't Ever Wonder)	7	8
37 Fugees, No Woman, No Cry	7	0
38 Geggy Tah, Whoever You Are	6	3
39 Chino XL, Kreeep	6	2
40 Aaliyah, If Your Girl Only Knew	6	5
41 Celine Dion, It's All Coming Back To Me Now	6	6
42 Donna Lewis, I Love You Always Forever	5	5
43 Az Yet, Last Night	5	4
44 The Black Crowes, Blackberry	5	7
45 The Brads, Bohemian Rhapsody	5	0
46 Aerosmith, Cryin'	5	1
47 Jewel, You Were Meant For Me	4	3
48 LL Cool J, Loungin	4	2
49 Fun Lovin' Criminals, Scooby Snacks	4	5
50 Lemonheads, If I Could Talk I'd Tell You	4	4

ADULT CONTEMPORARY

INCREASE
IN PLAYS

- TONI BRAXTON • Un-Break My Heart (LAFACE/ARISTA)** +117
KVUU +22, KURB +17, KUDL +14, WAHR +14, WRMF +10, WLTE +8, KESZ +6, WDOK +6, KMGA +5, WLTS +5
- MADONNA • You Must Love Me (WARNER BROS.)** +114
KBIG +13, KESZ +12, WLTE +11, KISC +10, WLAC +9, WSHH +9, WLIT +8, KGBY +8, WMYI +8, KIOI +7
- JOURNEY • When You Love A Woman (COLUMBIA)** +107
KUDL +13, KHHT +13, WSHH +13, WLTE +12, KEZR +11, KKCW +11, WLIT +10, KMGA +9, KTDY +8, KBIG +7
- CELINE DION • It's All Coming Back To Me Now (550 MUSIC)** +65
WIOG +11, WLAC +11, WGSY +9, WLTF +6, KGBX +5, KVUU +5, WENS +4, WLEV +4, KURB +4, WMYI +4
- ROD STEWART • If We Fall In Love Tonight (WARNER BROS.)** +63
KGBY +9, WLEV +7, WTFM +6, KKCW +6, WLTS +6, WMGS +5, WBEB +4, WGSY +4, WDEF +3, WALK +3

ADULT TOP 40

INCREASE
IN PLAYS

- SEAL • Fly Like An Eagle (ATLANTIC)** +412
KSTZ +24, WKQI +22, WYXR +21, WVTY +20, WQLH +20, KISN +20, WKDD +19, WKTI +19, WAEV +18, KLLC +17
- DC TALK • Just Between You And Me (VIRGIN)** +220
WQAL +35, WTMX +33, KPLZ +17, KSTZ +16, KLLC +15, WCSO +15, WWSN +15, WBMX +15, KKLQ +11, KBEE +10
- ALANIS MORISSETTE • Head Over Feet (MAVERICK/REPRISE)** +206
KKLQ +39, WVTY +29, WAEV +21, WTMX +17, KSTZ +15, WMTX +15, KFMB +12, WKTI +12, WQLH +10, WKQI +9
- NO DOUBT • Don't Speak (TRAUMA/INTERSCOPE)** +176
KMXB +27, WPLL +24, KLLC +20, KBBT +14, WMBX +13, KKLQ +13, KKOB +12, KSTP +12, WPLJ +10, KDMX +7
- JOURNEY • When You Love A Woman (COLUMBIA)** +171
KSII +22, KSTP +19, WMYX +17, WIVY +17, WYYY +17, KKLQ +15, WMTX +14, KBEE +13, WCSO +12, KSTZ +10

sublime "What I Got"
From Their Self-titled Album
#1 alternative record

Already On: WPLY KFMB WKBQ WFLZ KALC WDJX
WAPE KJYO WDCG WBHT KQKQ WRHT
WSSX WVSR WHOT WZST WZNY WWCK & many more!

#8 Most Played
STAR 98.7/Los Angeles - ADD!

© 1996 Gasoline Alley, Inc. MCA

"What I Got" produced by David Kahne "What I Got" (reprise) produced by Paul Leary Management: Jon Phillips & Jason Westfall Get AMPed: http://www.mca.com/mca_records

POWER PLAYLISTS

For Week Ending October 27, 1996

Radio Data Systems logo and text: Broadcast Data Systems, Radio Track service, Playlists are updated twice weekly...

AIRPLAY Monitor logo

Z100 PD: Tom Poleman APD: Ryan Chase MD: Paul "Cubby" Bryant. List of 40 songs with TW and LW columns.

KIIS PD: John Cook APD/MD: Tracy Austin. List of 40 songs with TW and LW columns.

KISS 108 PD: John Ivey MD: Tad Bonvie. List of 40 songs with TW and LW columns.

Q102 OM: Dave Allan MD: Glenn Kalina MD: DeDe McGuire. List of 40 songs with TW and LW columns.

KISS 106.1 PD: Mr. Ed Lambert MD: John Reynolds. List of 40 songs with TW and LW columns.

KDWB PD: Dan Kielew APD/MD: Rob Morris. List of 40 songs with TW and LW columns.

KRBE PD: John Peake APD: Scott Sparks MD: Jay Michaels. List of 40 songs with TW and LW columns.

STAR 94 PD: Kevin Peterson MD: J.R. Ammons. List of 40 songs with TW and LW columns.

WFLZ PD: B.J. Harris APD: Jeff Kapugi MD: Tom Steele. List of 40 songs with TW and LW columns.

B94 PD: Keith Clark APD: David Edgar MD: John Cline. List of 40 songs with TW and LW columns.

WPST VP/Prog.: Michelle Stevens PD: Dave McKay APD/MD: Mike Kaplan. List of 40 songs with TW and LW columns.

Y100 PD: Rob Roberts MD: Al Chio. List of 40 songs with TW and LW columns.

KISS 95.7 PD: Jay Beau Jones MD: Christine Fox. List of 40 songs with TW and LW columns.

Z100 PD: Ken Benson APD/MD: Tommy Austin. List of 40 songs with TW and LW columns.

Q102 PD: Ammy Steal APD: Race Taylor MD: Brian Douglas. List of 40 songs with TW and LW columns.

WNCI PD: John Dimick. List of 40 songs with TW and LW columns.

JAMMIN' 92 Acting PD: Dave Eubanks MD: Action Jackson. List of 40 songs with TW and LW columns.

XL106.7 PD/MD: Adam Cook APD: Pete deGraaf. List of 40 songs with TW and LW columns.

30 Mainstream Monitor
 13 - 11 Crossover Monitor

WILD 107/San Francisco - ADD!
 KBKS/Seattle - ADD!
 KGGI/Riverside - ADD!

Already On:

HOT 97	KIIS	B96
KMEL	WPGC	KBXX
WJMN	KUBE	Z90
92Q	WWKX	WKSE
WZJM	WZPL	WNVZ
KHOM	KHKS	KKFR

KKRZ WNKS
 AND OVER 100 MORE !!

GREAT CALLOUT:

- #7 at WJMN
- Top 10 at WWKX
- #16 at KJMN
- Top 15 at KZHT
- Top 20 at KKFR

GREAT PHONES:

- Top 15 at WPGC
- Top 15 at WKSS
- Top 5 at KWIN

Appearing on
New York Undercover October 31st
 as well as
Family Matters November 11th



“Hit Me Off”

Produced by Silky For Silk Productions and

“I’m Still In Love With You”

Produced by Jimmy Jam & Terry Lewis

From Their #1 Album

Home Again

Management: Brooke Payne of 617 Management



“STRESS”



“CUSTOM”



“HEAVY”



**“You Can Make History
 (Young Again)”**

From **Love Songs**

A Collection Of His #1 Classics
 Plus 2 New Songs

Produced by Chris Thomas Management: John Reid



ELTON JOHN

WPXY/Rochester-ADD!

Already On:

WSTR	KMXV
KHOM	WZST
KJYO	WERZ
WZNY	WXKB
WAOA	U93
WWCK	KHTQ
WFLY	KRUF
K92	KHTO

AND MANY MORE!

*Already a #2 record
 at AC Radio!!*

Appearing on
*The Rosie O’Donnell
 Show*

and

*Late Night with
 Conan O’Brian
 November 15th*



LARGE

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POWER PLAYLISTS

For Week Ending October 27, 1996

Radio Data Systems logo and text: Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week.

AIRPLAY Monitor logo

Q104 WKQB St. Louis PD: Michael St. John MD: Tommy Mattern. Playlist table with columns for rank, song title, and TW/LW.

KISS 95.1 WKNS Charlotte PD: Brian Bridgman MD: Marcie Crescente. Playlist table with columns for rank, song title, and TW/LW.

G105 WDCG Raleigh OM: Brian Burns PD: Kip Taylor. Playlist table with columns for rank, song title, and TW/LW.

PRO-FM WPRO Providence PD: Chris Shebel MD: Tony Mascaro. Playlist table with columns for rank, song title, and TW/LW.

MIX 93.3 KMXV Kansas City PD/MD: Jon Zellner. Playlist table with columns for rank, song title, and TW/LW.

THE RIVER WRWV Nashville PD: Charlie Quinn APD: Tom Peace MD: Scooter. Playlist table with columns for rank, song title, and TW/LW.

Z93 WGTZ Dayton OM: Michael Luczak. Playlist table with columns for rank, song title, and TW/LW.

ALICE 106 KALC Denver PD: Gregg Cassidy MD: Jim Lawson. Playlist table with columns for rank, song title, and TW/LW.

WIXX WIXX Green Bay PD: Dan Stone MD: David Burns. Playlist table with columns for rank, song title, and TW/LW.

WZPL WZPL Indianapolis PD: Tom Gjerdrum MD: Rob Blair. Playlist table with columns for rank, song title, and TW/LW.

KJ103 KJYO Oklahoma City PD: Mike McCoy MD: Joe Friday. Playlist table with columns for rank, song title, and TW/LW.

WKRZ WKRZ Wilkes-Barre PD: Tony Banks APD/MD: Jerry Padden. Playlist table with columns for rank, song title, and TW/LW.

MIX 104.1 KHOM New Orleans PD: Bill Thorman MD: Tom Naylor. Playlist table with columns for rank, song title, and TW/LW.

KISS 98.5 WKSE Buffalo PD: Sue O'Neil APD/MD: Dave Universal. Playlist table with columns for rank, song title, and TW/LW.

WDJX WDJX Louisville PD: C.C. Matthews APD/MD: Karen Rite. Playlist table with columns for rank, song title, and TW/LW.

Z104 WWZZ Washington, DC PD: Dale O'Brian APD/MD: Ron Ross. Playlist table with columns for rank, song title, and TW/LW.

98PXYPWPXY Rochester OM/PD: Clarke Ingram APD/MD: J.J. Rice. Playlist table with columns for rank, song title, and TW/LW.

FLY 92 WFLY Albany PD: Mike Morgan MD: Ron "Sugarbear" Williams. Playlist table with columns for rank, song title, and TW/LW.

POWER PLAYLISTS

For Week Ending October 27, 1996

Playlists supplied by Broadcast Data Systems... Station names shown each week vary depending upon space.



Z104 PD: Don London MD: Jay West. Station: WNVZ Norfolk. Top 40 list including 'Quad City DJ's, C'mon N' Ride It' and 'Keith Sweat, Twisted'.

KHFI PD: John Roberts APD: Krash Kelly MD: Fernando Ventura. Station: KHFI Austin. Top 40 list including 'Donna Lewis, I Love You Always Forever' and 'Hootie & The Blowfish, I Go Blind'.

B93.7 PD: Rob Wagman MD: Hawk Harrison. Station: WFBC Greenville, S.C. Top 40 list including 'Quad City DJ's, C'mon N' Ride It' and 'Blues Traveler, Run Around'.

93Q PD: Tom Mitchell MD: Jimmy Olsen. Station: WNTQ Syracuse. Top 40 list including 'Celine Dion, It's All Coming Back To Me' and 'John Mellencamp, Key West Intermzzo'.

WSTW PD: Mike Sommers MD: Mike Rossi. Station: WSTW Wilmington. Top 40 list including 'Hootie & The Blowfish, I Go Blind' and 'Donna Lewis, I Love You Always Forever'.

B104 PD: Brian Check MD: Chuck McGee. Station: WACB Allentown. Top 40 list including 'Donna Lewis, I Love You Always Forever' and 'Merrill Bainbridge, Mouth'.

WVKS PD: Mike Wheeler MD: Bill Michaels. Station: WVKS Toledo. Top 40 list including 'Hootie & The Blowfish, Sad Capers' and 'Keith Sweat, Twisted'.

SWEET 98 PD: Michael Steele MD: Jimi Jamr. Station: KQKQ Omaha. Top 40 list including 'Toni Braxton, You're Makin' Me High' and 'Celine Dion, It's All Coming Back To Me'.

K-HITS 107.5 PD: Dan Bowen APD: Steve Douglas MD: Lee Cagle. Station: KHHT Derver. Top 40 list including 'Merrill Bainbridge, Mouth' and 'Alanis Morissette, Head Over Feet'.

B104 PD: Billy Santiago MD: Jeff DeWitt. Station: KBFM McAllen. Top 40 list including 'Ambler, This Is Your Night' and 'Donna Lewis, I Love You Always Forever'.

WAPE PD: Cat Thomas APD/MD: Tony Mann. Station: WAPE Jacksonville. Top 40 list including 'Donna Lewis, I Love You Always Forever' and 'Merrill Bainbridge, Mouth'.

WINK 104 PD: John O'Dea MD: Scott Shaw. Station: WNNK Harrisburg. Top 40 list including 'Primitive Radio Gods, Standing Outside A' and 'La Bouche, Fallin' In Love'.

B97 PD: Joe Larson MD: Joey Giovingo. Station: WEZB New Orleans. Top 40 list including 'Hootie & The Blowfish, I Go Blind' and 'No Mercy, Where Do You Go'.

WHOT PD/MD: Tom Pappas. Station: WHOT Youngstown. Top 40 list including 'Keith Sweat, Twisted' and 'Alanis Morissette, Head Over Feet'.

KC101 PD: Tony Bristol MD: Jeff McCartney. Station: WKCI New Haven. Top 40 list including 'Hootie & The Blowfish, I Go Blind' and 'Alanis Morissette, Head Over Feet'.

WSNX PD: John Thomas MD: Keith Curry. Station: WSNX Grand Rapids. Top 40 list including 'No Mercy, Where Do You Go' and 'Donna Lewis, I Love You Always Forever'.

K92 PD: Gary Blake. Station: WXLK Roanoke. Top 40 list including 'Dishwalla, Counting Blue Cars' and 'Journey, When You Love A Woman'.

Q94 PD: Lisa McKay APD/MD: Billy Surf. Station: WRVQ Richmond. Top 40 list including 'Quad City DJ's, C'mon N' Ride It' and 'Alanis Morissette, Head Over Feet'.

SONG ACTIVITY REPORTS

For Week Ending October 27, 1996

AMBER 1653/129 MERRILL BAINBRIDGE 3321/286 BONE THUGS-N-HARMONY 554/31 TONI BRAXTON 770/209 SHERYL CROW 2345/346

Table with 5 columns: Artist, Song, Total Stations, Chart Move, and a grid of station codes with their respective song activity counts.

CRUSH 377/14 DC TALK 1317/225 ION 3909/81 EN VOGUE 1733/205 FUN FACTORY 622/18

Table with 5 columns: Artist, Song, Total Stations, Chart Move, and a grid of station codes with their respective song activity counts.

GEGGY TAH 438/34 GHOST TOWN DJ'S 1310/96 SUSANNA HOFFS 286/126 HOOTIE & THE BLOWFISH 953/91 HOOTIE & THE BLOWFISH 917/61

Table with 5 columns: Artist, Song, Total Stations, Chart Move, and a grid of station codes with their respective song activity counts.

SONG ACTIVITY REPORT

For Week Ending October 27, 1996

MMM Broadcast Data Systems
Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video plays. Markets listed in order of population.

JEWEL 471/174 JOURNEY 2147/106 LA BOUCHE 1467/25 MADONNA 1188/274 ROBERT MILES FEATURING MARIA NAYLER 634/36

Table with 5 main columns for artists: JEWEL, JOURNEY, LA BOUCHE, MADONNA, and ROBERT MILES. Each column contains a table of station data with columns for station call letters, week 1-4 plays, and total plays.

ALANIS MORISSETTE 3763/90 NEW EDITION 1077/15 NO DOUBT 1234/534 R.E.M. 732/185 SEAL 1157/676

Table with 5 main columns for artists: ALANIS MORISSETTE, NEW EDITION, NO DOUBT, R.E.M., and SEAL. Each column contains a table of station data with columns for station call letters, week 1-4 plays, and total plays.

SUBTLIME 311/1 KEITH SWEAT 2490/38 JOHN TRAVOLTA & OLIVIA NEWTON JOHN 603/108 WILD ORCHID 1007/27 THE WONDERS 1044/177

Table with 5 main columns for artists: SUBTLIME, KEITH SWEAT, JOHN TRAVOLTA & OLIVIA NEWTON JOHN, WILD ORCHID, and THE WONDERS. Each column contains a table of station data with columns for station call letters, week 1-4 plays, and total plays.

POWER PLAYLISTS

For Week Ending October 27, 1996



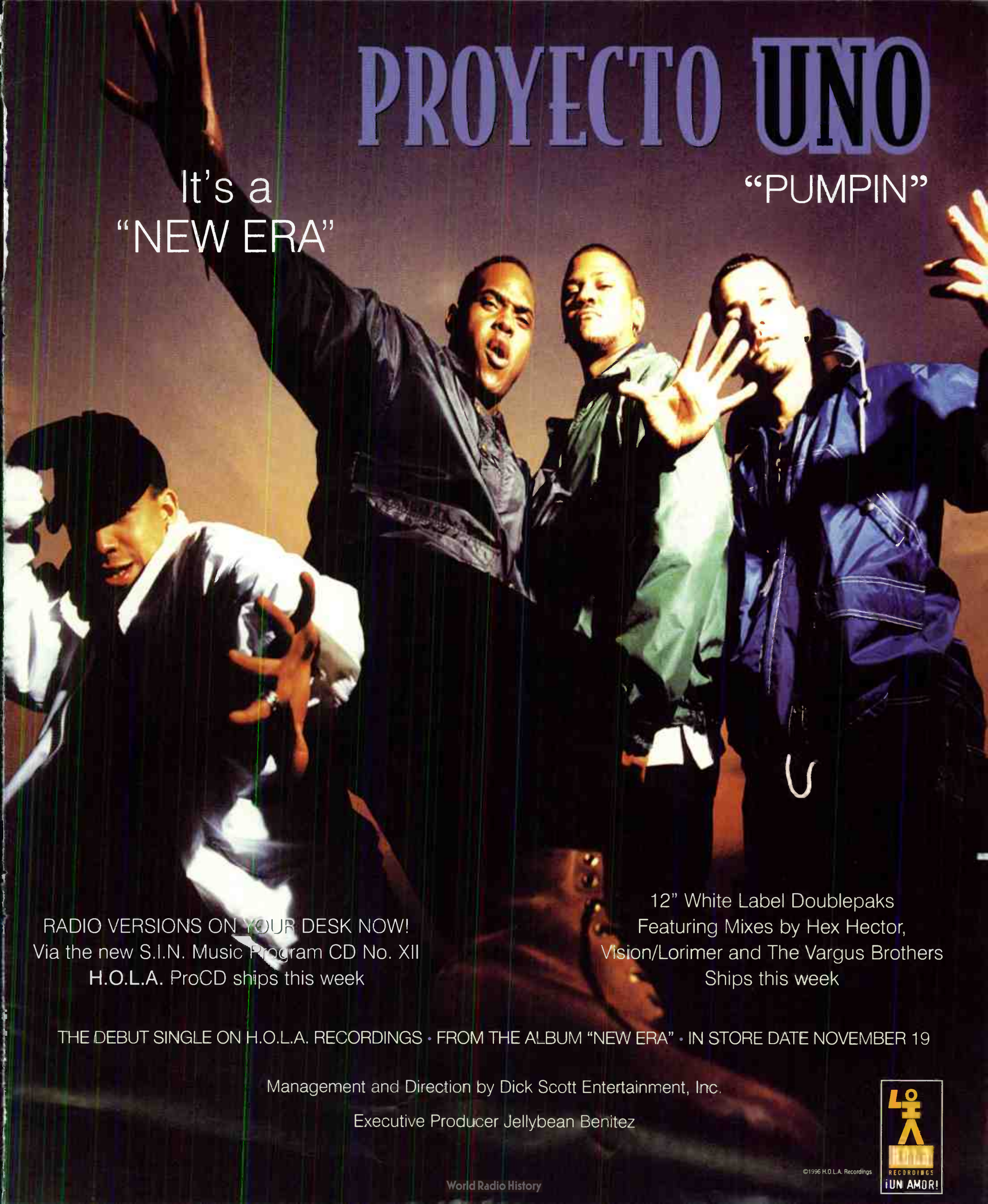
Playlists supplied by Broadcast Data Systems' Radio Truck service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly cum, beginning with the highest coming station. Cumulative are updated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.

Grid of 16 radio station playlists including WKTU, HOT 97, POWER 106, B96, JAM'N 94.5, KMEL, WILD 107, WPGC, THE BOX, POWER 96, KUBE, WDRQ, FM102, Z90, POWER 92, KGGI, 92Q, and KTFM. Each station's playlist includes song titles, artists, and airplay counts.

PROYECTO UNO

It's a
"NEW ERA"

"PUMPIN"



RADIO VERSIONS ON YOUR DESK NOW!
Via the new S.I.N. Music Program CD No. XII
H.O.L.A. ProCD ships this week

12" White Label Doublepaks
Featuring Mixes by Hex Hector,
Vision/Lorimer and The Vargus Brothers
Ships this week

THE DEBUT SINGLE ON H.O.L.A. RECORDINGS • FROM THE ALBUM "NEW ERA" • IN STORE DATE NOVEMBER 19

Management and Direction by Dick Scott Entertainment, Inc.

Executive Producer Jellybean Benitez

World Radio History

©1996 H.O.L.A. Recordings



RHYTHM-CROSSOVER



SONG ACTIVITY REPORTS

For Week Ending October 27, 1996

THE 2 LIVE CREW 291/31 Shake A Lil' Somethin'... (Lil' Joe) Total Stations: 18 Chart Move: Re-Entry 38

ANGELINA 493/66 I Don't Need Your Love (Upstairs) Total Stations: 30 Chart Move: 29-26

BABYFACE 1039/142 This Is For The Lover In You (Epic) Total Stations: 34 Chart Move: 15-10

MERRIL BAINBRIDGE 237/57 Mouth (Universal) Total Stations: 15

BLACKSTREET (FEAT. DR. DRE) 1464/83 No Diggity (Interscope) Total Stations: 36 Chart Move: 2-1

TONI BRAXTON 1046/196 Un-Break My Heart (LaFace/Arista) Total Stations: 33 Chart Move: 18-9

FOXY BROWN 167/139 Get Me Home (Violator/Def Jam/Mercury) Total Stations: 13

DA BRAT 201/31 Sittin On Top Of The World (So So Def/Columbia) Total Stations: 20

DR. DRE 166/102 Been There Done That (Aftermath/Interscope) Total Stations: 14

DRU HILL 475/108 Tell Me (Island) Total Stations: 21 Chart Move: 32-28

E-40 FEAT. TOO SHORT & K-CI 246/1 Rapper's Ball (Sick Wid' It/Jive) Total Stations: 16

EN VOGUE 918/13 Don't Let Go (Love) (EastWest/EEG) Total Stations: 30 Chart Move: 17-15

GINUWINE 1199/64 Pony (550 Music) Total Stations: 30 Chart Move: 7-4

JODECI 163/30 Get On Up (MCA) Total Stations: 16

MONTELL JORDAN 512/6 Falling (Def Jam/Mercury) Total Stations: 18 Chart Move: 26-25

R. KELLY 908/182 I Believe I Can Fly (Atlantic/Jive) Total Stations: 34 Chart Move: 20-17

LA BOUCHE 268/40 Fallin' In Love (RCA) Total Stations: 20

LL COOL J 202/165 Ain't Nobody (Geffen) Total Stations: 14

MADONNA 191/40 You Must Love Me (Warner Bros.) Total Stations: 12

ROBERT MILES FEAT. MARIA NAYLER 265/1 One And One (deConstruction/Arista) Total Stations: 17

MINT CONDITION 389/83 What Kind Of Man Would I Be (Perspective/AM) Total Stations: 22 Chart Move: 35-31

MO THUGS FAMILY 456/36 Thug Devotion (Mo Thugs/Relativity) Total Stations: 29 Chart Move: 30-30

ALANIS MORISSETTE 175/11 Head Over Feet (Maverick/Reprise) Total Stations: 11

NATE DOGG 191/36 Never Leave Me Alone (Death Row/Interscope) Total Stations: 10

NEW EDITION 1018/83 I'm Still In Love With You (MCA) Total Stations: 34 Chart Move: 13-11

THE ORIGINAL 304/27 I Luv U Baby (XL Recordings/Next Plateau) Total Stations: 27 Chart Move: Debut 35

ROCKELL 296/42 I Fell In Love (Robbins) Total Stations: 24 Chart Move: Debut 36

SNOOP DOGGY DOGG 195/57 Snoop's Upside Ya Head (Death Row/Interscope) Total Stations: 14

KEITH SWEAT FEAT. ATHENA CAGE 1256/158 Nobody (Elektra/EEG) Total Stations: 35 Chart Move: 9-3

THE WORLD WIDE MESSAGE TRIBE 219/53 The Real Thing (Warner Alliance) Total Stations: 19

POWER PLAYLISTS



For Week Ending October 27, 1996

Playlists supplied by Broadcast Data Systems Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of...

WPLJ PD: Scott Shannon APD/MD: Mike Preston. Top 40 list for WPLJ New York.

MIX 105 PD: Steve Weed APD/MD: Linda Silver. Top 40 list for MIX 105 New York.

STAR 98.7 MD: Angela Perrelli. Top 40 list for STAR 98.7 Los Angeles.

MIX 101.9 PD: Barry James APD/MD: Jaime Kartak. Top 40 list for MIX 101.9 Chicago.

Q95.5 PD: Tom O'Brien MD: Fred Buchalter. Top 40 list for Q95.5 Detroit.

STAR 104.5 MD: Rich Davis. Top 40 list for STAR 104.5 Philadelphia.

MIX 107.3 OM/PD: Randy James MD: Carol Parker. Top 40 list for MIX 107.3 Washington, DC.

WPNT PD: Lorrin Palagi APD/MD: Lynne Murray. Top 40 list for WPNT Chicago.

MIX 98.5 PD: Greg Strassell. Top 40 list for MIX 98.5 Boston.

MIX 96.5 PD: Pat Paxton APD/MD: Rich Anhorn. Top 40 list for MIX 96.5 Houston.

KS95 MD: Leighton Peck. Top 40 list for KS95 Minneapolis.

MIX 102.9 PD: Kim Ashley MD: Lisa Thomas. Top 40 list for MIX 102.9 Dallas.

It's that time of year, when everyone looks forward to the warmth of the holiday spirit and having something to believe in.

It's the perfect time for Simply Red's "Angel". Originally performed by Aretha Franklin, "Angel" breathes new life, as Mick Hucknall, one of today's premier vocalists, makes this single his own in the truest Simply Red tradition.

So welcome an angel in your life... and in the life of your listener... after all, you never know when you might need one!

Simply Red "Angel"

From their newly released Greatest Hits album Making its presence known at AC & Adult Top 40 on Nov. 4

Already gracing Top 40 / Rhythm Crossover

#6 Most Added

#2 Most Added

Lp debuts in U.K. at #1!!!



AIRPLAY MONITOR SONG ACTIVITY REPORTS

For Week Ending October 27, 1996

ADULT TOP 40

BRYAN ADAMS 892/102

Let's Make A Night To Remember (A&M)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	11	12	13	14	15	16	17
LA	21	22	23	24	25	26	27
CHI	1	2	3	4	5	6	7

MERRIL BAINBRIDGE 1201/14

Mouth (Universal)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

SHERYL CROW 740/38

If It Makes You Happy (A&M)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

BRYAN ADAMS 716/57

Let's Make A Night To Remember (A&M)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

MICHAEL BOLTON 445/43

Love Is The Power (Columbia)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

DC TALK 897/220

Just Between You And Me (Virgin)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

DISHWALLA 1341/31

Counting Blue Cars (A&M)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

HOOTIE & THE BLOWFISH 1234/102

I Go Blind (Reprise)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

TONI BRAXTON 540/117

Un-Break My Heart (LaFace/Arista)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

PHIL COLLINS 742/19

Dance Into The Light (Face Value/Arista)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

JOURNEY 1550/171

When You Love A Woman (Columbia)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

JOHN MELLENCAMP 1424/30

Key West Intermzzo (I Saw You First) (Mercury)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

ALANIS MORISSETTE 1518/206

Head Over Feet (Maverick/Reprise)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

CELINE DION 1267/65

It's All Coming Back To Me Now (558 Music)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

KENNY G 341/27

The Moment (Arista)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

NO DOUBT 469/176

Don't Speak (Trauma/Interscope)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

SEAL 807/132

Fly Like An Eagle (Atlantic)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

THE WONDERS 826/39

That Thing You Do! (Play-Tone/Epic Soundtrax/Epic)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

JOURNEY 936/107

When You Love A Woman (Columbia)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

DONNA LEWIS 1196/6

I Love You Always Forever (Atlantic)

Station	10/21	10/22	10/23	10/24	10/25	10/26	10/27
NY	1	2	3	4	5	6	7
LA	2	3	4	5	6	7	8
CHI	3	4	5	6	7	8	9

BDS IMPACT

AIRPOWER (Minimum 300 detections for the first time)

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

AIRPOWER BOUND

Total Plays/Gain

THE WONDERS 269/28

That Thing You Do! (Play-Tone/Epic Soundtrax/Epic) Total Stations: 25/Chart Move: 24-22 Heavy (21+ plays): 7 KGBY, KURB, WALK, WASH, WLAC, WLEV, WMJQ Medium (14-20): 2 KEZR, KKCW Light (Under 14): 16 New Airplay This Week: 2 KISC, WTFM

ALANIS MORISSETTE 267/27

You Learn (Maverick/Reprise) Total Stations: 13/Chart Move: 25-23 Heavy (21+): 7 KBIG, KEZR, KVVU, WASH, WENS, WFLC, WIOG Medium (14-20): 1 WTFM Light (Under 14): 5 New Airplay This Week: 1 WLTF

MADONNA 252/114

You Must Love Me (Warner Bros.) Total Stations: 30/Chart Move: Debut 24 Heavy (21+): 0 Medium (14-20): 4 KBIG, KGBY, WMGS, WMYI Light (Under 14): 26 New Airplay This Week: 13 KESZ, KEZR, KIOI, KISC, WAHR, WALK, WARM, WLAC, WLIT, WLTE, WRMF, WSHH, WNNK

AARON NEVILLE FEAT. ROBBIE ROBERTSON 194/32

Crazy Love (Reprise) Total Stations: 24/Chart Move: 29-29 Heavy (21+): 2 KUDL, WAHR Medium (14-20): 2 KKCW, KMGA Light (Under 14): 20 New Airplay This Week: 1 KMGA

CHART BOUND

Total Plays/Gain

DC TALK 110/25

Just Between You And Me (Virgin) Total Stations: 6 Heavy (21+): 4 KIOI, KURB, WLAC, WMJQ Medium (14-20): 0 Light (Under 14): 2 New Airplay This Week: 2 KEZR, KVVU

HUEY LEWIS & THE NEWS 108/56

100 Years From Now (Elektra/EEG) Total Stations: 13 Heavy (21+): 1 KGBY Medium (14-20): 2 WLIT, WMJQ Light (Under 14): 10 New Airplay This Week: 3 WLIT, WNNK

SEAL 103/56

Fly Like An Eagle (Atlantic) Total Stations: 11 Heavy (21+): 1 KVVU Medium (14-20): 2 WDEF, WMYI Light (Under 14): 8 New Airplay This Week: 5 KGBY, KURB, WAHR, WDEF, WLEV

HOOTIE & THE BLOWFISH 99/6

I Go Blind (Reprise) Total Stations: 10 Heavy (21+): 3 KIOI, KURB, WASH Medium (14-20): 1 WLAC Light (Under 14): 6

MERRILL BAINBRIDGE 97/0

Mouth (Universal) Total Stations: 12 Heavy (21+): 1 WASH Medium (14-20): 2 KBIG, KEZR Light (Under 14): 9 New Airplay This Week: 1 KVVU

DISHWALLA 93/20

Counting Blue Cars (A&M) Total Stations: 11 Heavy (21+): 2 KVVU, WENS

MOST NEW AIRPLAY THIS WEEK

MADONNA 13

You Must Love Me (Warner Bros.)

SEAL 5

Fly Like An Eagle (Atlantic)

ROD STEWART 5

If We Fall In Love Tonight (Warner Bros.)

BARBRA STREISAND & BRYAN ADAMS 4

I Finally Found Someone (Columbia)

HUEY LEWIS & THE NEWS 3

100 Years From Now (Elektra/EEG)

Medium (14-20): 1 KBIG Light (Under 14): 8 New Airplay This Week: 1 WENS

DAVE KOZ 90/19

Don't Look Back (Capitol) Total Stations: 12 Heavy (21+): 0 Medium (14-20): 2 KKCW, WMJQ Light (Under 14): 10

HOOTIE & THE BLOWFISH 63/-1

Sad Caper (Atlantic) Total Stations: 7 Heavy (21+): 1 WMJQ Medium (14-20): 1 WTFM Light (Under 14): 5

ROD STEWART 63/63

If We Fall In Love Tonight (Warner Bros.) Total Stations: 17 Heavy (21+): 0 Medium (14-20): 0 Light (Under 14): 17 New Airplay This Week: 5 KGBY, KKCW, WLEV, WLTS, WTFM

JORDAN HILL 61/3

How Many Times (143/Atlantic) Total Stations: 15 Heavy (21+): 0 Medium (14-20): 0 Light (Under 14): 15 New Airplay This Week: 1 WLAC

BRIAN MCKNIGHT 56/3

Remember The Magic (Walt Disney) Total Stations: 10 Heavy (21+): 0 Medium (14-20): 0 Light (Under 14): 10

Main chart table with columns: THIS WEEK, LAST WEEK, WEEKS ON, TITLE/LABEL/PROMOTION LABEL, ARTIST, TW, LW. Includes entries like 'IT'S ALL COMING BACK TO ME NOW', 'CHANGE THE WORLD', 'I LOVE YOU ALWAYS FOREVER', etc.

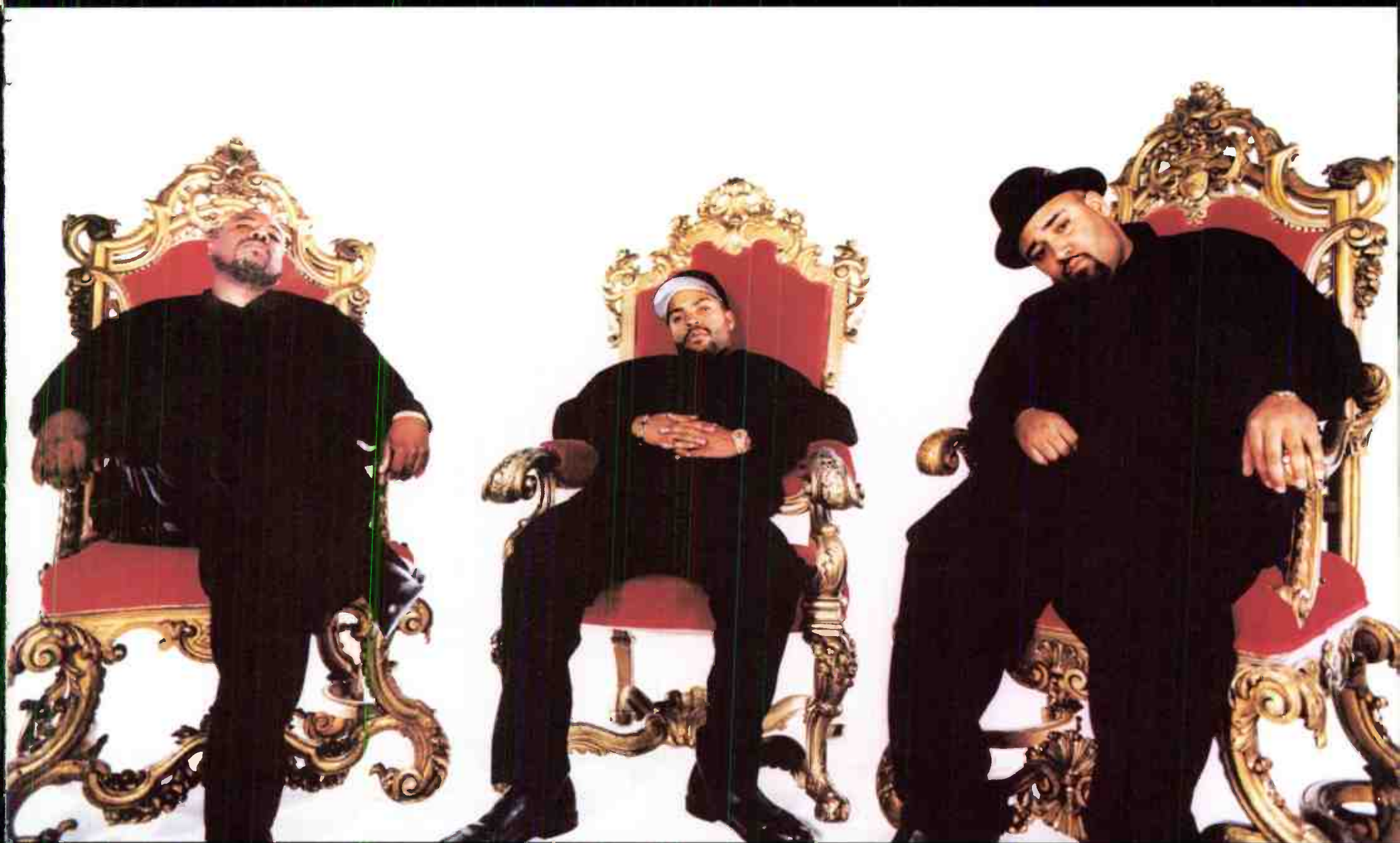
Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections.

ADULT CONTEMPORARY POWER PLAYLISTS

Grid of 12 station-specific playlists including KBIG, WLIT, B101, K101, SOFT ROCK 97.1, WLTE, WDOK, WALK, COAST 97.3, LITE 102, KLSY, and LITE ROCK 106-1/2. Each station list includes song titles and their current chart positions.

Airpower awarded to those records which attain 300 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time. Initial impact: records appearing on this page for the first time.

WESTSIDE CONNECTION®



BOW DOWN

FEATURING: **WC • ICE CUBE • MAC 10**

#25 BILLBOARD HOT 100 SINGLES

WPOW	KBXX	WWKX	KPWR	WHHH	KYLD	Z90
KMEL	WBTT	KUBE	WJBT	KQKS	KWNZ	KZHT
WOCQ	KPRR	KSFM	KDON	KWIN	KKSS	KDGS

#14 SOUNDCAN SINGLE SALES

#2 LOS ANGELES • #2 SAN FRANCISCO • #5 DALLAS • #11 DETROIT • #12 HOUSTON • #9 CLEVELAND
 #9 ATLANTA • #7 MINNEAPOLIS • #3 DENVER • #5 PHOENIX • #2 SAN DIEGO • #7 INDIANAPOLIS
 #8 KANSAS CITY • #7 SAN ANTONIO • #6 ALBUQUERQUE • #3 DAYTON • #8 LAS VEGAS • #14 HONOLULU

ALBUM IN STORES NOW!



ACTIVE
ROTATION



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THIS WEEK	LAST WEEK	WKS. ON CHART	MAINSTREAM		DETECTIONS		
			TITLE/LABEL/PROMOTION LABEL	ARTIST	TW	LW	
			★ ★ ★ NO. 1 ★ ★ ★				
1	1	19	I LOVE YOU ALWAYS FOREVER ATLANTIC 11 weeks at No. 1	DONNA LEWIS	3984	4097	
2	2	12	IT'S ALL COMING BACK TO ME NOW 550 MUSIC	CELINE DION	3909	3828	
3	3	10	HEAD OVER FEET MAVERICK/REPRISE	ALANIS MORISSETTE	3763	3673	
4	4	10	MOUTH UNIVERSAL	MERRIL BAINBRIDGE	3321	3035	
5	5	18	WHERE DO YOU GO ARISTA	NO MERCY	2856	2975	
6	6	18	C'MON N' RIDE IT (THE TRAIN) QUADRASOUND/BIG BEAT/ATLANTIC	QUAD CITY DJ'S	2752	2849	
7	7	11	TWISTED ELEKTRA/EEG	KEITH SWEAT	2490	2452	
8	13	8	IF IT MAKES YOU HAPPY A&M	SHERYL CROW	2345	1999	
9	8	19	COUNTING BLUE CARS A&M	DISHWALLA	2255	2407	
10	11	5	WHEN YOU LOVE A WOMAN COLUMBIA	JOURNEY	2147	2041	
11	10	22	YOU'RE MAKIN' ME HIGH LAFACE/ARISTA	TONI BRAXTON	2052	2162	
12	14	12	KEY WEST INTERMEZZO (I SAW YOU FIRST) MERCURY	JOHN MELLENCAMP	1963	1976	
13	9	21	CHANGE THE WORLD REPRISE	ERIC CLAPTON	1929	2232	
14	12	14	SPIDERWEBS TRAUMA/INTERSCOPE	NO DOUBT	1833	2005	
15	15	25	YOU LEARN MAVERICK/REPRISE	ALANIS MORISSETTE	1777	1889	
16	17	5	DON'T LET GO (LOVE) EASTWEST/EEG	EN VOGUE	1733	1528	
17	18	9	THIS IS YOUR NIGHT TOMMY BOY	AMBER	1653	1524	
18	16	24	WHO WILL SAVE YOUR SOUL ATLANTIC	JEWEL	1564	1794	
19	20	6	FALLIN' IN LOVE RCA	LA BOUCHE	1467	1442	
20	26	3	JUST BETWEEN YOU AND ME VIRGIN	DC TALK	1317	1092	
21	23	8	MY BOO SO SO DEF/COLUMBIA	GHOST TOWN DJ'S	1310	1214	
22	21	14	I CAN'T SLEEP BABY (IF I) JIVE	R. KELLY	1248	1345	
23	38	2	DON'T SPEAK TRAUMA/INTERSCOPE	NO DOUBT	1234	700	
24	19	17	STANDING OUTSIDE A BROKEN PHONE BOOTH... ERGO/COLUMBIA	PRIMITIVE RADIO GODS	1192	1488	
25	22	7	BIRMINGHAM EPIC	AMANDA MARSHALL	1190	1288	
26	32	2	YOU MUST LOVE ME WARNER BROS.	MADONNA	1188	914	
27	NEW		FLY LIKE AN EAGLE ATLANTIC	SEAL	1157	481	
28	24	10	LET'S MAKE A NIGHT TO REMEMBER A&M	BRYAN ADAMS	1156	1237	
29	25	6	6TH AVENUE HEARTACHE INTERSCOPE	THE WALLFLOWERS	1133	1145	
30	27	5	I'M STILL IN LOVE WITH YOU MCA	NEW EDITION	1077	1062	
31	34	3	THAT THING YOU DO! PLAY TONE/EPIC SOUNDTRAX/EPIC	THE WONDERS	1044	867	
32	30	6	AT NIGHT I PRAY RCA	WILD ORCHID	1007	980	
33	35	4	I GO BLIND REPRISE	HOOTIE & THE BLOWFISH	953	862	
34	36	3	SAD CAPER ATLANTIC	HOOTIE & THE BLOWFISH	917	856	
35	29	16	FREE TO DECIDE ISLAND	THE CRANBERRIES	824	1013	
36	31	15	BUT ANYWAY A&M	BLUES TRAVELER	824	917	
37	33	24	JEALOUSY ELEKTRA/EEG	NATALIE MERCHANT	815	884	
38	NEW		UN-BREAK MY HEART LAFACE/ARISTA	TONI BRAXTON	770	561	
39	NEW		BITTERSWEET ME WARNER BROS.	R.E.M.	732	547	
40	37	3	THE CHILD (INSIDE) ARISTA	QKUMBA ZOO	690	709	

THIS WEEK	LAST WEEK	WKS. ON CHART	RHYTHM-CROSSOVER		DETECTIONS		
			TITLE/LABEL/PROMOTION LABEL	ARTIST	TW	LW	
			★ ★ ★ NO. 1 ★ ★ ★				
1	2	10	NO DIGGITY INTERSCOPE 1 week at No. 1	BLACKSTREET (FEATURING DR. DRE)	1464	1381	
2	1	23	TWISTED ELEKTRA/EEG	KEITH SWEAT	1432	1553	
3	9	7	NOBODY ELEKTRA/EEG	KEITH SWEAT FEATURING ATHENA CAGE	1256	1098	
4	7	13	PONY 550 MUSIC	GINUWINE	1199	1135	
5	3	20	MY BOO SO SO DEF/COLUMBIA	GHOST TOWN DJ'S	1142	1205	
6	5	11	LAST NIGHT LAFACE/ARISTA	AZ YET	1133	1172	
7	4	16	I LOVE YOU ALWAYS FOREVER ATLANTIC	DONNA LEWIS	1098	1166	
8	6	12	IF YOUR GIRL ONLY KNEW BACKGROUND/ATLANTIC	AALIYAH	1074	1157	
9	18	5	UN-BREAK MY HEART LAFACE/ARISTA	TONI BRAXTON	1046	850	
10	15	6	THIS IS FOR THE LOVER IN YOU EPIC	BABYFACE FEAT. LL COOL J, H. HEWETT, J. WATLEY & J. DANIELS	1039	897	
11	13	8	I'M STILL IN LOVE WITH YOU MCA	NEW EDITION	1018	935	
12	8	17	WHERE DO YOU GO ARISTA	NO MERCY	1001	1008	
13	12	30	C'MON N' RIDE IT (THE TRAIN) QUADRASOUND/BIG BEAT/ATLANTIC	QUAD CITY DJ'S	948	959	
14	10	10	DAYS OF OUR LIVEZ RUTHLESS/EASTWEST/EEG	BONE THUGS-N-HARMONY	948	1049	
15	17	5	DON'T LET GO (LOVE) EASTWEST/EEG	EN VOGUE	918	905	
16	11	25	YOU'RE MAKIN' ME HIGH LAFACE/ARISTA	TONI BRAXTON	917	966	
17	20	2	I BELIEVE I CAN FLY ATLANTIC/JIVE	R. KELLY	908	726	
18	14	6	BOHEMIAN RHAPSODY BIG BEAT/ATLANTIC	THE BRAIDS	844	890	
19	16	19	LOUNGIN DEF JAM/MERCURY	LL COOL J	780	882	
20	19	15	THIS IS YOUR NIGHT TOMMY BOY	AMBER	668	694	
21	22	7	IT'S ALL COMING BACK TO ME NOW 550 MUSIC	CELINE DION	647	675	
22	21	14	DO YOU MISS ME CLASSIFIED/TIMBER/TOMMY BOY	JOCELYN ENRIQUEZ	607	650	
23	24	17	ONLY YOU BAD BOY/ARISTA	112 FEATURING THE NOTORIOUS B.I.G.	582	586	
24	23	23	I CAN'T SLEEP BABY (IF I) JIVE	R. KELLY	560	636	
25	26	4	FALLING DEF JAM/MERCURY	MONTELL JORDAN	512	506	
26	29	4	I DON'T NEED YOUR LOVE UPSTAIRS	ANGELINA	493	427	
27	25	13	TELL ME (I'LL BE AROUND) MOTOWN	SHADES	478	550	
28	32	6	TELL ME ISLAND	DRU HILL	475	367	
29	27	9	MISSING YOU EASTWEST/EEG	BRANDY, TAMIYA, GLADYS KNIGHT & CHAKA KHAN	468	478	
30	30	3	THUG DEVOTION MO THUGS/RELATIVITY	MO THUGS FAMILY	456	420	
31	35	2	WHAT KIND OF MAN WOULD I BE PERSPECTIVE/A&M	MINT CONDITION	389	306	
32	28	7	ASCENSION (DON'T EVER WONDER) COLUMBIA	MAXWELL	384	436	
33	31	18	FOREVER COLUMBIA	MARIAH CAREY	340	388	
34	34	21	IF I RULED THE WORLD COLUMBIA	NAS	319	317	
35	NEW		I LUV U BABY XL RECORDINGS/NEXT PLATEAU	THE ORIGINAL	304	277	
36	NEW		I FELL IN LOVE ROBBINS	ROCKELL	296	254	
37	36	17	HIT ME OFF MCA	NEW EDITION	294	322	
38	RE-ENTRY		SHAKE A LIL' SOMETHIN'... LIL' JOE	THE 2 LIVE CREW	291	260	
39	NEW		PO PIMP RAP-A-LOT/NOO TRYBE/VIRGIN	DO OR DIE (FEATURING TWISTA)	276	278	
40	38	7	CHAMPAGNE MCA SOUNDTRACKS/MCA	SALT-N-PEPA	272	286	

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on either chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records which attain 1500 detections (mainstream) or 600 detections (rhythm) for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 are removed from the chart after 26 weeks.

FUGEES (Refugee Camp)
No Woman, No Cry
The New Single

Produced by Wyck & Lauryn Hill
Co-Produced by Prokazed Pros & Jerry Te Boss' Duplessis for R.C.E.

Management: David Sonnenberg & Peter Malkin for DAS Communications, Ltd.
Come visit the Refugee website at <http://www.sony.com>

COLUMBIA

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